



CITY OF ST. ALBERT CITY COUNCIL POLICY

NUMBER	TITLE
C-ED-05	Community Festival Funding
APPROVAL DATE	REVISION DATE
February 16, 2016	January 21, 2019

Purpose

To establish criteria for multi-year funding of local community festivals to support the early years of development.

Policy Statement

The City may enter into a five-year grant contract with eligible events in order to provide multi-year funding to support economic growth.

Definitions

1. “Eligible Event” is defined according to Schedule A.
2. “Year 1” shall be defined as 2016.

Responsibilities

1. City Council shall:
 - a. Review the policy on a five (5) year basis;
 - b. Ensure there is adequate budget to support the program; and
 - c. Approve the grant amount in each year.
2. The Chief Administrative Officer shall:
 - a. Have the authority to set up an evaluative process to determine successful applicants for the administration of this policy; and
 - b. Have authority to sign a grant contract with applicants who meet the criteria in this policy.

3. The Economic Development department shall:
 - a. Coordinate, promote and receive letters of interest for the Community Festival Funding program;
 - b. Accept and evaluate letters of interest;
 - c. Request detailed business plans from eligible proponents; and
 - d. Make recommendations for approval to City Council.
4. The Economic Development Advisory Board shall:
 - a. Evaluate annual business plans of eligible proponents; and
 - b. Make funding recommendations to the Economic Development Services Division.

Service Standards / Expectations

1. Only one eligible event shall receive funding in each category.
2. Successful proponents shall be chosen annually.
3. Each eligible event must sign a grant contract with the City of St. Albert in order to receive funding.
4. The application process shall be conducted by May 1, 2016.
5. Funding Amount shall be defined as follows:
 - a. Funding shall be limited to a maximum of:
 - i. \$40,000.00 for a music festival;
 - ii. \$40,000.00 for a family pop culture/comic festival; and,
 - iii. \$20,000.00 for a family artist program.
 - b. The final annual funding amount will be stated in the signed grant contract.
 - c. The total contribution to the event shall not exceed the maximum listed in the corresponding year in the funding support framework in Section 6(b). If other City programs and in-kind contributions are used to seek funding it shall be to the maximum as stated in the grant contract and no greater.

6. The grant contract shall include:
 - a. A time frame of up to five (5) years;
 - b. Funding Support framework:
 - i. Year 1 – up to 100% of the maximum
 - ii. Year 2 – up to 90% of the maximum
 - iii. Year 3 – up to 85% of Year 2 funding
 - iv. Year 4 – up to 80% of Year 3 funding
 - v. Year 5 – up to 75% of Year 4 funding
 - c. Reporting schedule;
 - d. Any additional requirements as stipulated under existing legislation;
 - e. Events shall recognize the City of St. Albert as a government funding partner; and
 - f. City logo shall be included in all marketing materials.
7. As part of the application for funding, applicants must submit a detailed business plan.
8. Project management shall not exceed 10% of the funding amount.
9. Debt servicing is not an eligible expense.
10. An annual report showing all sources of funding and all costs of the eligible event shall be forwarded to the City of St. Albert within 90 days of project completion. The report shall include:
 - a. Summary of the project including:
 - i. Attendance at the event;
 - ii. Estimated percentage of attendees that live outside of St. Albert;
 - iii. Outcomes; and,
 - iv. Community impact.
 - b. Evaluation of the projects success in relation to its objectives; and
 - c. Signed financial statement of all income and expenses connected to the project.
11. Grant recipients must complete all reporting requirements prior to approval for next year's funding.

12. Any unexpended funds shall be returned to the City of St. Albert if an approved event:
- a. is cancelled;
 - b. is not completed within 12 months of the approval of the grant funding; or
 - c. is not completed within the extended event period approved by the Economic Development Services Division.
13. Any surplus funds unused by the program may be used to fund other eligible events under the Community Significant Event Stimulus Fund Program, as outlined in Council Policy C-CS-11 - Community Significant Event Stimulus Fund.
14. Grant recipients that sign the grant contract will not be eligible to access surplus funds reinvested in the Community Significant Event Stimulus Fund.

Cross References

C-CS-11 Community Significant Event Stimulus Fund

Attachments

Schedule A – Eligible Event

DATE REVIEWED	NEXT REVIEW DATE	REVISIONS
November 2016 – Community Services	2020 – Community Services	March 7, 2016 - C136-2016 January 21, 2019 – AR-19-003

SCHEDULE A – Eligible Event

1. An “eligible event” is defined according to the following:
 - a. There must be a demonstrated plan to hold the event annually;
 - b. Event is organized and managed by an individual, community organization or a business;
 - c. Event will support economic development through tourism traffic;
 - d. Event will attract external audiences to St. Albert as opposed to providing an event marketed only to the local community;
 - e. Event must not be receiving funding through any other City of St. Albert grant program for the specific event,
 - i. Except, the Community Significant Event Stimulus Fund.
 - f. One festival of each genre below will be supported:
 - i. music festival;
 - ii. family pop culture/comic festival;
 - iii. family artist program.