CITY OF ST. ALBERT
CITY COUNCIL POLICY

NUMBER	TITLE
C-ED-06	**Community Significant Event Stimulus Fund**

ORIGINAL APPROVAL DATE	DATE LAST REVISED
May 27, 2013	January 21, 2019

Purpose

To provide a source of funds to support the development of a new community significant event.

Policy Statement

The City offers a financial assistance program to not-for-profit Community organizations, individuals or businesses to initiate and develop new significant events which attract external audiences to St. Albert. Funding for this program will be provided from the annual surplus of the Community Festival Funding Program Policy C-ED-05.

Definitions

"Community Significant Event" is defined as an event which draws participants and/or spectators from outside the community typically exceeding 1,000 people.

"Eligible Event" is defined according to Schedule A.

"Funding Amount" is defined as follows:

a. The minimal grant request will be $5,000;
b. The total amount available for this program will be determined annually upon completion of the transfer of surplus funds from the Community Festival Funding Program Policy C-ED-05. Once this amount has been totally allocated, this program will be discontinued unless otherwise approved by Council;
c. A limit of 33% of the total event expenses for an event, to a maximum of $40,000, will be financed through the Event Stimulus Fund

Responsibilities
1. City Council shall:

a. Review the policy on a five (5) year basis; and,

b. Identify specific event types that the fund is intended to attract.

c. Approve the grant amount for eligible events.

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.
   c. Make recommendations for approval to City Council.

Grant recipients, prior to receipt of funding, shall execute an agreement with the City detailing their expenditure, reporting and other obligations. This agreement shall require that recipients:
   a. expend funds as specified in the application;
   b. obtain appropriate insurance coverage in relation to the proposed activity and indemnify the City from claims related to such activities;
   c. submit a signed Financial Statement/Expenditure Report per application within 90 days of completion of the project, verifying that funds were used for the purpose awarded, together with a brief description of the project outcomes and an evaluation of the project in relation to its stated objectives;
   d. acknowledge receipt of the Community Significant Event Stimulus Fund from the City in event promotion and advertising including use of the City branding where appropriate; and
   e. return to the City any funds unexpended within one year of the date of Council approval.

Service Standards / Expectations

1. Applicants must provide a copy of their external marketing plan in order to be approved for funding.

2. An economic assessment must accompany the application justifying the value in providing dollars to initiate and/or grow the event.

3. Grant recipients must complete all reporting requirements prior to approval for future funding.

4. Unallocated funds for this program will be carried forward each year in reserve schedule O3 until all dollars within this program have been allocated.

5. Applications for events occurring six months prior to and up to 18 months following the intake date may be considered for funding. For retroactive funding requests, a final report must be included if the 90-day reporting requirement falls before the application deadline.

6. A financial statement showing all sources of funding and all costs of the application shall be forwarded to the City of St. Albert within 90 days of project completion. The report must include:
    a. realized economic impact;
    b.   summary of the project including outcomes, and community impact;
    c. evaluation of the project's success in relation to its objectives; and
    d. signed financial statement of all income and expenses connected with the project, including copies of receipts.

7. If an approved event is cancelled or is not completed within 12 months of the approval of the grant funding or within the extended event period approved by Economic Development department, any unexpended funds shall be returned to the Community Significant Event Stimulus Fund.

8. Members of the Economic Development Advisory Board (EDAB) and Council members shall disclose their affiliations or interest with an eligible applicant that may affect their decision-making on applications received under the Community Significant Event Stimulus Fund Program.

Legal References

N/A

Cross References

Council Policy – C-ED-05 Community Festival Funding Program

Attachments

Schedule A – Eligible Event

DATE REVIEWED	NEXT REVIEW DATE	REVISIONS
August 2016 – Economic Development	**2020 – Economic Development**	**August 29, 2016 – C505-2016** **January 21, 2019 – AR-19-003**

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SCHEDULE A – Eligible Event

An "eligible event" is defined according to the following:

a. There must be a demonstrated plan to hold the event annually or biennially;
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 is new to the community and planned to be recurring
f. A "new" event may receive an additional two years of funding once the initial festival funding is approved by Council.
g. Event must not be receiving funding through any other City of St. Albert grant program for the specific event; and
h. Event is secular and non-political in nature.

While the overall strength of an eligible event proposal will be the key determining factor for support, where multiple applications are scored equally, St. Albert based individuals and organizations will receive first consideration for funding.