



CITY COUNCIL AGENDA REPORT

**Subject: COUNCIL POLICY C-ED-06- COMMUNITY SIGNIFICANT
EVENT STIMULUS FUND**

Recommendation(s)

That City Council Policy C-CS-11, Community Significant Event Stimulus Fund be amended by substituting the City Council Policy C-ED-06, Community Significant Event Stimulus Fund Policy provided as Attachment 1 to the August 29, 2016 agenda report entitled “Council Policy C-ED-06 – Community Significant Event Stimulus Fund”.

Purpose of Report

The report provides details on the recommended amendments to the Community Significant Event Fund Policy to recognize the feedback from Council when the policy was presented on May 2, 2016.

Council Direction

On May 2, 2016, Council passed the following motion:

(C267-2016)

That Council Policy C-ED-06 - Community Significant Event Stimulus Fund be postponed to August 2016, pending further review of Administration.

Background and Discussion

The existing Significant Community Event Stimulus Policy was developed to utilize a specific funding source derived from the Steele Hockey Team. The funding source now has a balance of \$603.00 which is insufficient to support this program. Therefore, either the policy and program needs to be rescinded or it needs to be repurposed with a new source of funds.

With the creation of the Community Festival Funding Policy (C-ED-05) and the approval of the funding formula associated with the intention of this policy, a source of funds is potentially available to redirect to the significant event stimulus fund. If Council supports the use of these funds to fund the intention of continuing the significant event stimulus program, there would be several amendments to the

policy to enact the mechanisms. The attached redlined document indicates the changes that would be required to that policy in order to revive the policy and its intention of attracting events to St. Albert.

The most significant changes to the existing policy are as follows,

1. Remove all reference to the St. Albert Steele Hockey Club
2. Indicate source of funds for the repurposed program will be derived from the annual surplus from the Community Festival Funding Program
3. Indicate that the program will be only for “new” events and will not support the expansion of existing events. The definition of a new event is contained in the attached Schedule A
4. Provide council the responsibility to initiate the “call” for a specific targeted new event

In addition to the above, there was an extensive structure change to the existing policy to reflect the same format as the Community Festival Fund Policy. Other than clearly outlining responsibilities for each of council, CAO, Economic Development and EDAB, there is no material change.

Stakeholder Communications or Engagement

N/A

Implications of Recommendation(s)

a) Financial:

The existing balance in the current program is \$603.00 and is held in reserve schedule O3 Operating Program – Community Significant Event Stimulus Fund. The source of funds for this repurposed program is proposed to be derived from the annual surplus from the Festival Funding program that is projected to be as follows:

	Cumulative total
2016: \$40,000	\$ 40,603.00
2017: \$10,000	\$ 50,603.00
2018: \$23,500	\$ 74,103.00
2019: \$38,800	\$112,903.00
2020: \$54,100	\$167,003.00

These funds would continue to be held in reserve schedule O3. (See attached)

b) Legal / Risk:

All City grant recipients are required to utilize funds as specifically authorized and to report to the City in a specified manner on the use of those funds. Recipients are advised that the failure to comply with these

requirements may result in demands to repay the funding or refusals to provide grant funding upon future applications.

c) Program or Service:

Each event organizer will be required to obtain all relevant permissions and approvals of any external authority and city departments, in a timely fashion, that may have conditions associated with the event.

d) Organizational:

N/A

Alternatives and Implications Considered

If Council does not wish to support the recommendation, the following alternatives could be considered:

- a) Alternative 1. Do nothing and rescind original policy.
- b) Alternative 2. Preserve unexpended funds from the Community Festival Program until a significant balance is reached and then introduce a new and complimentary program for the use of the funds within the next 3 years.

Strategic Connections

- a) Council's Strategic Outcomes and Priorities (See Policy C-CG-02)
 - CULTIVATE ECONOMIC PROSPERITY: A diversified, robust and resilient economic foundation to support growth and community service delivery.
 - CULTIVATE A HISTORIC, CREATIVE, AND ACTIVE COMMUNITY: A vibrant and involved community with a variety of culture, recreation and heritage opportunities.
 - CULTIVATE EXCELLENCE IN GOVERNMENT: A responsive, accountable government that delivers value to the community.
 - CULTIVATE A SAFE, HEALTHY AND INCLUSIVE COMMUNITY: A community that provides opportunities for everyone to realize their potential in a thinking, caring and connected way.
- b) Long Term Plans (e.g. MDP, Social Master Plan, Cultural Master Plan, etc.)
 - Tourism Master Plan
 - Cultural Master Plan
 - Recreation Master Plan
 - Brand Direction & Marketing Plan
 - Economic Development Master Plan
- c) Corporate Objectives (See Corporate Business Plan)
 - Deliver programs and services that meet or exceed our standards
 - Exercise strong fiscal management
 - Ensure our customers are very satisfied

- d) Council Policies
 - Policy C-ED-05 Community Festival Fund
- e) Other Plans or Initiatives (Business Plans, Implementation Strategies, etc.)
N/A

Attachment(s)

1. City Council Policy C-ED-06, Community Significant Event Stimulus Fund (amendments incorporated)
2. City Council Policy C-CS-11 Community Significant Event Stimulus Fund (amendments highlighted)
3. Schedule A to C-CS-11 Community Significant Event Stimulus Fund (amendments highlighted)
4. Financial Reserves - Schedule O3

Originating Department(s):	<i>Economic Development</i>
Author(s):	<i>Guy Boston, Executive Director Economic Development</i>
General Manager Approval:	<i>Guy Boston, Executive Director Economic Development</i>
City Manager Signature:	Date:



CITY OF ST. ALBERT CITY COUNCIL POLICY

NUMBER	TITLE
C-ED-06	Community Significant Event Stimulus Fund
ORIGINAL APPROVAL DATE	DATE LAST REVISED

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 City Manager 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 Services Division, 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 – Community Festival Funding Program Policy C-ED-05.

Attachments –

1. Schedule A – Eligible Event

REVIEW	REVISION
Date – Department	Date – Resolution No.
REVIEW DATES	

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.



City of St. Albert
CITY COUNCIL POLICY

Community Significant Event Stimulus
Fund

AUTHORITY	APPROVED	Res. No.	mm dd	REVISED	Res. No.	mm dd
City Council		C232-2013	05 27			

Purpose

To establish standards and criteria for new community significant event funding.

~~To provide a source of funds to support the development of a new community significant event or to support the development of a specific new element of a longer standing community significant event.~~

Policy

The City shall 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; ~~and to assist with the development of a new component within long-standing significant events which will support economic tourism through tourism traffic. The total amount of funding available for the duration of the program is \$199,000 unless otherwise resourced with additional funds.~~

Funding for this program will be provided from the annual surplus of the Community Festival Funding Program.

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.

"Economic assessment" is defined as information provided by grant fund applicant with their application that expresses the number of expected participants, potential overnight stays, area of draw to the event, media exposure expected, etc.

~~"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, or is a new element for a long standing event;~~
- ~~f. The new event or the additional element of a long standing event must show some type of social innovation. It must be new and unique to St. Albert;~~
- ~~g. Event must not be receiving funding through the Community Events Grant Program; and~~
- ~~h. Event is secular and non-political in nature.~~

~~"Funding Amount" is defined as follows:~~

- ~~a. The minimal grant request will be \$5,000;~~
- ~~b. The total amount available for this program is \$199,000. Once this amount has been totally allocated the program will be discontinued unless otherwise approved by Council.~~

Responsibilities

1. City Council shall:

- a. Identify specific event types that the fund is intended to attract.
- b. Approve the grant amount for eligible events.

2. The City Manager shall:

- a. Establish an evaluative process to determine successful applicants and,
- b. Make recommendations for approval to City Council and
- c. Have authority to sign a grant contract with applicants who meet the criteria in this policy and have approval from council
- d. Review this Policy at minimum every five years, and recommend to Council any amendments.

~~1. The Economic Development Services Division shall:~~

- ~~a. coordinate, promote and receive applications for the Community Significant Event Stimulus Fund on a semi-annual basis;~~
- ~~b. determine the completeness of the applications;~~
- ~~c. forward the applications to the Economic Development Advisory Board (EDAB); and~~
- ~~d. make funding recommendations to Council.~~

~~2. The Economic Development Advisory Board (EDAB) shall:~~

- ~~a. review the grant applications in accordance with this policy; and~~
- ~~b. make funding recommendations to the Economic Development Services Division.~~



- ~~3. 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.~~~~

Standards

1. Only Grant Requests over \$5,000.00 shall be considered.
2. Only 33% of the total event expenses, to a maximum of \$40,000, will be financed through the Community Significant Event Stimulus Fund.
3. Total funding under the Community Significant Event Stimulus Fund will be determined annually upon competition of transfers of surplus funds from the Community Festival Funding Program.
 - a. Once this amount has been totally allocated, this program will be discontinued unless otherwise approved by Council;
4. Grant recipients shall execute an agreement with the City requiring that they:
 - 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.

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



~~2.6.~~ An economic assessment must accompany the application justifying the value in providing dollars to initiate and/or grow the event.

~~3.7.~~ Grant recipients must complete all reporting requirements prior to approval for future funding.

~~4.~~ ~~Unallocated funds from the initial approved funding amount of \$199,000 for this program will be carried forward each year until all dollars within this program have been allocated.~~

~~5.8.~~ 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.

~~6.9.~~ A financial statement showing all sources of funding and all costs of the ~~application- event for which funding from the Community Significant Event Stimulus Fund was provided~~ 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.

~~7.10.~~ 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 Services Division, any unexpended funds shall be returned to the Community Significant Event Stimulus Fund.

~~11.~~ 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

Community Festival Funding Program Policy C-ED-05.

Attachments

1.) Schedule A – Eligible Event



<u>REVIEW</u>	<u>REVISION</u>
<u>Date – Department</u>	<u>Date – Resolution No.</u>
<u>REVIEW DATES</u>	



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. Events must have capacity for over 1,000 people;
- e. Event will attract external audiences to St. Albert as opposed to providing an event marketed only to the local community;
- f. Event is new to the community and planned to be recurring
- g. A "new" event may receive an additional two years of funding once the initial festival funding is approved by Council.
- h. Event must not be receiving funding through any other City of St. Albert grant program for the specific event; and
- i. 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.



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, ~~or is a new element for a long standing event;~~
- f. A “ new” event may receive an additional two years of funding once the initial festival funding is approved by council.
- ~~f. The new event or the additional element of a long standing event must show some type of social innovation. It must be new and unique to St. Albert;~~
- 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.

Financial Reserves – Schedule O3

Type:	Operating Reserve
Name:	Operating Program
Purpose:	To provide funds for specific operating programs as established by Council.
Funds:	<p>Operating Program</p> <ul style="list-style-type: none"> - Operating Carry Forward - Preventative Social Services Fund - Games Legacy - Community Significant Event Stimulus Fund - Young Artists Legacy Grant Program Fund
Source of Funding:	<ul style="list-style-type: none"> • Unspent portion of the annual operating budget pertaining to the specific program or project being carried forward as approved by Council. • Annual transfer or other sources as approved by Council.
Application:	<p>Operating Carry Forward</p> <ul style="list-style-type: none"> • To fund expenditures approved by Council in a previous year that are to be completed in the subsequent year. <p>Preventative Social Services Fund</p> <ul style="list-style-type: none"> • To fund a grant program administered by FCSS to assist in social services. <p>Games Legacy</p> <ul style="list-style-type: none"> • To use funds remaining from the Games Legacy Awards Reserve for one-time expenditures within the spirit of the original reserve policy. <p>Community Significant Event Stimulus Fund</p> <ul style="list-style-type: none"> • To use funds remaining from the St Albert Steel relocation fee as per Council policy C-CS-11

Financial Reserves – Schedule O3

Young Artists Legacy Grant Program

- Interest earned in the Young Artists Legacy Grant Program are to be used specifically for the program and be treated as an endowment.

Interest Bearing:

No, with the exception of Young Artists Legacy Grant Program
