



POLICY

POLICY NO:	317	APPROVAL DATE:	April 3, 2017
TITLE:	Funding for Large Scale Tourism Events	REVISION DATE:	June 27, 2022
SECTION:	Finance	LAST REVIEWED:	June 27, 2022
DEPARTMENT:	Community Services	PAGE	1 OF 2

POLICY STATEMENT

The City of Grande Prairie (“City”) may provide financial support to Community Groups or Agencies for Large Scale Tourism Events. Financial support will be based on approved budget resources, a demonstrated financial need of the event or opportunity for Community Groups to generate fundraising revenue, and suitable recognition for the City.

REASON FOR POLICY

The reasons for this Policy are to:

- Attract people to the City;
 - Encourage an exciting and vibrant range of events in our community;
 - Grow tourism to the City;
 - Grow volunteerism within the City;
 - Promote a diverse culture, celebration of our heritage, and/or promotion of sport; and
 - Provide a safe community.
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DEFINITIONS

“**Community Group(s) or Agency(ies)**” has the same meaning as a “non-profit organization” as defined in Section 241(f) of the *Municipal Government Act*.

“**Large Scale Tourism Event**” means a large event with a unique audience or participant experience that may result in a significant economic or tourism benefit to the City. This is generally a ticketed multi-day event with an expected or actual attendance of greater than 2,000 people per day.

RELATED INFORMATION

In determining the allocation for various events, Administration will make recommendations to Council, through the Community Services Committee. Council will approve all City financial support. It is expected that the event organizers will meet established criteria, provide supporting documentation, and show outcomes and results of the funding. If an event is supported financially from any other forms of funding through the City, it is ineligible for funding under this Policy.

Administration will establish procedures for application, evaluation and recommendation for this funding of Large Scale Tourism Events that are anticipated to provide an economic benefit to the City.

All other funding provided by the City through established Bylaws, Policies, Procedures, and programs remain, in effect.

RESPONSIBILITIES

City Council will review and approve any revisions to this Policy.

City Manager will review and approve any Procedures related to this Policy.

City Administration will carry out the Policy based on established Procedures.