



PROCEDURE

PROCEDURE NO: 317•1

PAGE: 1 OF 3

TITLE: Guidelines for Funding for Large Scale
Tourism Events

APPROVAL DATE: April 3, 2017

POLICY: 317, Funding for Large Scale Tourism Events

REVISION DATE: June 28, 2022

SECTION: Finance

LAST REVIEWED: June 28, 2022

RESPONSIBLE

DEPARTMENT: Community Services

The City of Grande Prairie (“City”) will consider applications for funding of festival or sporting events once per year, on a basis that is consistent with [Policy 317](#). The deadline for submission of funding applications is February 1st.

The following application evaluation criteria will be used for single year event funding:

1. The event meets the definition of a “Large Scale Tourism Event”, as outlined in [Policy 317](#);
2. The event is expected to have a tourism draw of at least 35% of attendees from a proximity of 100 km or greater from Grande Prairie;
3. The event is generally a ticketed multi-day event with an expected or actual attendance of greater than 2,000 people per day;
4. The event takes place in the City or in the County of Grande Prairie No. 1 at Evergreen Park, or the Crosslink County Sportsplex;
5. The single year funding request does not exceed 50% of the annual Large Scale Tourism Events budget;
6. The application demonstrates evidence of significant positive expected economic benefit to the community, including statistics or measures on the potential tourism draw, such as a Sport Tourism Economic Assessment Model (STEAM) report for sporting events, or a similar economic impact assessment model for other events;¹
7. A demonstrated financial need as evidenced by an organization’s current financial position and/or budgeted surplus/deficit for the event;
8. Community groups or agencies that are using events to generate fundraising revenue and/or have historical surplus earnings or anticipate a surplus from the event may be considered upon approval by Council;
9. The event will not be cancelled due to weather (event proceeds “rain or shine” with an alternative plan);
10. There is a plan to minimize the impact on the environment in alignment with [Policy 215](#) that is included with the funding application;

¹ The City recognizes that these models are subjective in nature and only provide economic indicators.

GUIDELINES FOR FUNDING FOR LARGE SCALE TOURISM EVENTS

11. Whether funding is used to leverage expected Provincial and Federal funding (including Alberta Tourism);
12. The event is not supported financially from any other forms of funding through the City;
13. The applicants' organization is a "non-profit organization", as defined in Section 241(f) of the *Municipal Government Act*;
14. The applicant has provided proof of the quality and sustainability of the event. This can be done through the submission of a business plan and budget;
15. The applicant has provided a marketing plan which includes how the event is promoted locally and outside of the region;
16. The applicant has provided a social impact plan for the event;
17. Preference of funding will be for new (less than 5 years old) or expanded events. For expanded events the budget should be specific to the enhancement proposed for funding; and
18. The event aligns with Council's Strategic Priorities, and comply with all relevant Bylaws, Policies, Procedures, and Legislation.

Upon receipt of an application for funding:

1. Administration will review the application to gauge whether evaluation criteria are met;
2. Administration will provide recommendations to the Corporate Leadership Team, who, if approved, will recommend the application to the appropriate Council Committee; and
3. Committee, if approved, will recommend the application to Council for final approval.

Upon final approval of the funding, the applicant may be required to enter into a contract or letter of understanding before funds are released. Timing of the funding will be a consideration and funds may be released in whole or in part at various stages of the event planning (for example, in advance, at the time of the event, or after the event).

60 days following an event, the applicant will provide documentation to Administration including the following:

1. Financial Statements on the event, which are subject to audit or review at the City's discretion;
2. Refund of unexpended funds; and
3. Evidence of significant positive economic benefit to the community, including any statistics or measures on the tourism draw.

Other existing funding sources with established application processes and criteria, administered by City departments, are not part of this Procedure and will be evaluated on their own merits.

GUIDELINES FOR FUNDING FOR LARGE SCALE TOURISM EVENTS

Administration may recommend, that an applicant's funding be reduced or eliminated in the course of the funding term if significant concerns are observed in the following areas:

1. Management practises or governance instability, including consistent over-expenditure or under-expenditure of funds, excessive staff or board turn-over and/or failure to follow formalized procedures regarding finances, personnel, event or board operations;
2. Fraud or misconduct, including misuse or misstatement of funds, unsafe or unethical workplace practices and/or illegal activities;
3. Event operational concerns, including not responding to Council priorities or relevant trends; consistent, significant decrease in outcomes or shifting event focus without prior consultation with Administration; and
4. Violation of contracts between the City and the Community group or agency.