

Lac La Biche County *Policy*

TITLE: Event Grant Program

POLICY NO: FIN-71-024

RESOLUTION: 20.661

EFFECTIVE DATE: August 25, 2020

DEPARTMENT RESPONSIBLE: Finance and Grants

NEXT REVIEW DATE: August 25, 2023

POLICY STATEMENT:

Events hosted in Lac La Biche County provide social, cultural, recreational, economic, and other benefits to Lac La Biche County residents. Lac La Biche County believes that by supporting event hosting costs, the County can help promote the sustainability of existing high-profile events and encourage new high-profile events to take place.

To this end, Lac La Biche County will offer a grant program to provide funding to qualifying organizations for events within Lac La Biche County.

Administration shall establish a procedure for this policy and shall be responsible to ensure the spirit and intent of the policy is being adhered to.

DEFINITIONS:

“Annual Event” means any event that is generally held, or intended to be held on a reoccurring basis.

“International Event” means a Large Event that draws a significant portion of its attendees from outside Canada. To be considered an International Event, it must promote tourism to Lac La Biche County on an international level to a high degree.

“Lac La Biche County Catchment Area” means Kikino Metis Settlement, Buffalo Lake Metis Settlement, Heart Lake First Nation, and Beaver Lake First Nation.

“Lac La Biche County Region” means the neighboring municipalities of the County including, Athabasca County, M.D. of Bonnyville, Smoky Lake County, County of St. Paul, M.D of Opportunity, Regional Municipality of Wood Buffalo and all the municipalities, First Nation Reserves and Metis Settlements contained therein.

“Large Event” means any event that has approximately 250 participants and/or attendees or more, not including event organizers, volunteers and staff, and vendors and associated staff.

“Local Event” means an event, where the marketing and attendance of the event is limited to residents of Lac La Biche County and/or those from the Lac La Biche County Catchment Area.

“National Event” means a Large Event that draws a significant portion of its attendees from across Canada. To be considered a National Events, it must promote tourism to Lac La Biche County on a national level to a high degree.

“the Program” means the Event Grant Program.

“Provincial Event” means a Large Event that draws a significant portion of its attendees from across Alberta. To be considered a Provincial Event, it must promote tourism to Lac La Biche County on a provincial level to a high degree.

“Regional Event” means a Large Event that draws a significant portion of its attendees from the Lac La Biche County Region. To be considered a Regional Event, it must promote tourism to Lac La Biche County on a regional level to a high degree.

“Signature Event” means an event that Council has identified as an event that has significant importance and benefit to Lac La Biche County. Events that meet this definition will be identified in Schedule “A”.

PRINCIPLES:

- Annually, Council may allocate funding for the program. In this case, A single combined pool of funds will be allocated for Local, Regional, National and International Events in the annual County budget. Each signature event will be budgeted for specifically, where the amount budgeted for each event will reflect the anticipated funding to be provided to the event.
- Administration will limit funding recommendations to qualifying applications based on organization eligibility, event eligibility, expense eligibility, and application submission timelines as identified in the procedure.
- Meeting eligibility criteria does not guarantee funding for applicants.
- Administration may approve funding for qualifying Local, Regional, Provincial, and National and International Events subject to the funding limits identified in the “Funding Levels” section without Council approval.
- Funding for Signature Events may be approved by Administration without Council approval if the amount is less or equal to what has been budgeted for the event in the annual County budget. Additional funding for a Signature Event may be provided, subject to Council.
- Signature Events are not guaranteed funding. Approval of funding is subject to approval of a grant application.
- Organizations will only be approved for one grant a year under this policy, in addition to any Signature Events.
- Organizations which are heavily subsidized by the County on an ongoing basis are not eligible for funding for Local or Regional Events under this policy.
- Annual Events, excluding Signature Events, will be funded for a maximum of three times, including previous funding awarded under previous programs.
- Events which have been funded three times may be deemed Signature events by Council.
- Requests for in-kind services for the event will be evaluated by the appropriate County Department. Approval of the requested in-kind services will be subject to delegation of authority within that respective department and may include approval at a Coordinator, Manager, Senior Manager, CAO level or through Council, depending on the nature and scope of the request.

Funding Levels

- Organizations may apply for funding to support 50% of Eligible Event Expenses, up to a certain amount, depending on the type of event:
 - a. Local Events: \$5,000,
 - b. Regional Events: \$10,000
 - c. Provincial Events: \$15,000
 - d. National and International Events: \$25,000
 - e. Signature Events: based on the amount allocated in County’s annual budget.

- Approved funding will normally equal 50% of eligible event expenses. However, Administration may approve funding at a lesser amount based on any factors it considers relevant, or choose not to approve funding.
- The final grant paid to the organization will be based on the actual eligible event expenses identified in the final report but will not exceed the amount of funding that was initially approved.
- The grant funding paid to an organization will not exceed the organization's eligible cash expenses.
- Any event surplus exceeding 50% of the final grant must be returned, up to a maximum of 50% of the final grant. This requirement may be waived if the County allows the organization to retain the surplus from the event so that it can be used in the next iteration of the event.

Funding Decisions

- These parameters outlined in this policy are only intended to set an expectation as to how funding recommendations are made by County Administration. It is not intended to imply, or to be interpreted as the amount of funding the County is ultimately obligated to provide. Council reserves the right at its sole, unfettered discretion, to approve funding for any applicant organization different than what is recommended by Administration on the basis of any factor which Council considers relevant.

"Original Signed"

Chief Administrative Officer

August 28, 2020

Date

"Original Signed"

Mayor

August 29, 2020

Date

SPECIAL NOTES/CROSS REFERENCE: Event Grant Program Procedure FIN-71-024, CM-71-015
AMENDMENT DATE:

Schedule “A” Signature Events

Event	Usual Event Organizer
Lac La Biche Pow Wow Days	Lac La Biche Pow Wow and Fish Derby Association
Festival of Speed	Lac La Biche Chamber of Commerce
Plamondon Mud Bogs	Plamondon District Community Development Society
Mission Canada Day	Lac La Biche Mission Historic Society
Lakeland Country Fair	Lac La Biche Agricultural Society
Festival of Trees	Lac La Biche Lion’s Club
Rob McCormick Memorial Pond Hockey Tournament	Lac La Biche Kinsmen

Procedure

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PROCEDURE:

Roles and Responsibilities:

1. County Council will:
 - a. Determine the high-level policy direction of this program, including the basic mechanisms that significantly impact funding levels.
 - b. Authorize Administration to manage the Program;
 - c. Provide oversight for the program, and approve amendments or changes to the Program;
 - d. Authorize Administration to sign agreements related to the Program in accordance with this procedure;
 - e. Annually, allocate funding for the program;
2. Administration will:
 - f. Manage and administer the program in accordance with the procedure;
 - g. Monitor and evaluate the effectiveness of the program;
 - h. Make recommendations to Council regarding the overall nature program, when necessary;
 - i. Make annual funding recommendations following the receipt and review of applications;
 - j. Review and approve funding for events, subject to budgetary and eligibility considerations;
 - k. Report to Council annually, or as required, regarding awarded funding.

Organization Eligibility

3. In order to be eligible for funding, organizations must meet the following criteria:
 - a. The organization is a non-profit organization; and
 - b. The organization is provincially or federally incorporated and in good standing.
 - c. The organization's beliefs and values are compatible with those of Lac La Biche County.
4. An unincorporated group of individuals may partner with a legally incorporated Society for the purpose of applying for funding. In this instance, the legally incorporated Society assumes the role and responsibilities of the applicant.

Event Eligibility

5. Events must take place in Lac La Biche County.
6. The activities of the event must be substantially different than those which are normally offered by the organization delivering the event, or any partnering organization.
7. Events must be open to the public. This means that the event is readily advertised and may be attended by the general public such that they may participate in the activities offered by the event.

8. Notwithstanding the previous section, events shall be considered open to the public if the public may view or attend the event, regardless of whether they may participate in all aspects of the event.
9. The event must be locally supported in its organization, planning and delivery.
10. The event must support at least one of the following outcomes in the Lac La Biche County Strategic Plan:
 - a. Economic Development
 - b. Recreation and Culture
 - c. Social Wellness
 - d. Tourism
 - e. Environment
11. The County may, at its discretion, consider portions of an event eligible and others ineligible.
12. Only one grant will be approved per event.

Ineligible Events

1. The following is a non-exhaustive list of ineligible events:
 - a. Events which are already substantially funded or supported by the County for other funding streams, or which the County is leading partner;
 - b. Political events;
 - c. Religious events;
 - d. Private events like graduations or family gatherings, or other events that are by invitation only; and
 - e. Events which promote or condone values that are contrary to those of Lac La Biche County.

Eligible Event Expenses:

13. Eligible expenses must be directly connected to the delivery of the event.
14. Eligible expenses include both in-kind and cash expenses, subject to o. and p.
15. The following is a list of expenses that are considered eligible:
 - a. Advertising;
 - b. County and other facility rental costs;
 - c. Food and non-alcoholic beverages;
 - d. Culinary supplies (napkins, plastic forks, knives, etc.);
 - e. Live entertainment, performers, games and activities, musicians and other forms of event entertainment;
 - f. Event equipment rentals (sound systems, tables, etc.)
 - g. Non-cash prizes such as medals and trophies, subject to other areas of this procedure;
 - h. Decorations;
 - i. Medical standby services;
 - j. Event security;
 - k. Consumable event supplies (paper, tickets, paper towel, etc.);
 - l. Service contracts;
 - m. Officials such as referees, and umpires;
 - n. money paid to volunteer organizations for services provided at the event. This must normally meet the following requirements:
 - i. money was provided at fair market value for the service which was delivered.
 - ii. The contract is made at arm's length.
 - iii. the amount of money paid is based on the services delivered.
 - o. Unpaid unspecialized labor and services. This will be valued at \$20/hour, except when carried by a partnering organization for the purpose of fulfilling a paid contract for event activities;

- p. Unpaid skilled labour and services. This will be valued at \$35/hour, except when carried out by a partnering organization for the purpose of fulfilling a paid contract for event activities;
- q. Staff time associated with planning, organizing and delivering the event;
- r. Permits;
- s. Sanction fees;
- t. Insurance; and
- u. Other event goods and services that are integral to the delivery of the event, at the discretion of the County.

Other Event Expenses

- 16. While the following expenses may still considered event expenses and be considered in determining any event surplus, these expenses will not count towards cost matching for the grant, nor can County grant funding be applied to offset these costs:
 - a. Cash prizes, gift cards or vouchers;
 - b. Costs associated with the preparation of the grant funding applications;
 - c. Damage deposits;
 - d. Money paid for travel and accommodation expenses for event participants, spectators or their families
 - e. Alcohol;
 - f. Attractive items purchases (phones, sound systems, barbeques, etc.);
 - g. Other expenses, at the discretion of the County;

Ineligible Expenses

- 17. Ineligible Expenses are those expenses which will not be considered in cost-sharing, nor in determining any event surplus. includes:
 - a. Expenses not directly tied to the delivery of the event;
 - b. Honorariums to board members;
 - c. Other overhead expenses of the applicant organization;
 - d. Capital purchases;
 - e. Training or courses, or other costs not directly associated with the delivery of the event;
 - f. Donations made to an organization, excluding those which are paid to an organization for providing a specific service as outlined in the eligible expenses section.
 - g. Other expenses, at the discretion of the County.

Cost Sharing Requirements

- 18. Only eligible expenses will be considered for cost sharing.
- 19. All in-kind expenses for volunteer work must be supported with documentation, including:
 - i. For unspecialized labour: sign-in sheets for the event with the date, name, signature, nature of work provided, number of hours provided.
 - ii. For skilled labour: signed letter from the business/organization providing the service indicating the fair market value of the service/materials provided.
- b. In-kind expenses for goods or services from 3rd party vendors must be supported with invoices or other documentation.
- 20. In-kind provided by Lac La Biche County may not be used for cost matching.

Event Revenues

21. Event Revenues will be considered any money paid, donated or otherwise provided to the applicant organization as part of the event.
22. Revenues generated by partnering organizations at the event will not be considered event revenues.
23. The following is a non-exhaustive list of event revenues:
 - a. The County grant provided through this grant program;
 - b. Other grant funding provided for the event;
 - c. Sponsors for the event from corporations or other organizations;
 - d. Ticket sales;
 - e. Raffle sales;
 - f. Food, concession and drink sales;
 - g. Entry fees;
 - h. Admin fees;
 - i. Revenues from contracts; and
 - j. Revenues from the provision of goods and services.
24. Administration may, at its discretion exclude some revenues from this definition if they are collected as part of a discrete and separate fundraising initiative that is distinctly separate from the main event.

Event Surplus

25. The net revenues made by the applicant organization will be considered the event surplus.
26. The event surplus will be calculated by subtracting both Eligible Event Expenses (Section 15) and Other Event Expenses (Section 16) from the event revenues. The revenues and expenses of partnering organizations will not be considered in determining the event surplus.

Funding Agreements and Program Conditions

27. Administration may develop application forms, guidelines, memos, or other forms of communication to relay the requirements and parameters of the program to organizations.
28. The requirements imposed on an applicant and recipient organization by this policy and procedure shall be reflected in the grant application, guidelines, grant funding agreements, and final report, and any other related documents, which administration will create for the purposes of the funding program established by the policy.
29. Grant funding agreements will incorporate requirements in addition those outlined in the policy and procedure, which are those conditions and requirements that are deemed appropriate and necessary.

Application Submission Process and Timelines

30. Applications will be made to the Senior Manager of Finance and Grants, or his/her designate.
31. Local and Regional Events must be submitted at least 2 months prior to the event.
32. Provincial Events must be submitted at least 4 months prior to the event.
33. National and International Events must be submitted at least 6 months prior to the event.
34. Administration may accept late applications, at its discretion.
35. The County will work with the organization's that plan and deliver Signature Events to determine appropriate application timelines.
36. One separate application should be submitted for each event.

Application Submission Requirements

37. A submission for funding must use the application forms and any additional templates or documents prescribed by the County, unless otherwise directed by the County.
38. An application must identify, at a minimum:
 - a. The organization's legal name;
 - b. Act which the organization was incorporated under;
 - c. Contact information;
 - d. Confirmation of eligibility criteria;
 - e. Location of the event;
 - f. Date and time of the event;
 - g. Expected size of the event;
 - h. The areas from where the event will draw attendees (locally, provincially, etc.);
 - i. Description of the event activities;
 - j. Description of the way Lac La Biche County will be acknowledged;
 - k. Event partners;
 - l. Target audience;
 - m. Entry fees; and
 - n. Benefits of the event in terms of economic development, recreation and culture, social wellness, tourism and environment.
39. The application must be accompanied by an event budget which identifies:
 - o. The amount of grant funding requested;
 - p. Anticipated Revenues from the event (for the applicant organization only)
 - q. Eligible event expenses
40. The application must also be accompanied by:
 - r. The organization's most recent financial statement (if not already provided);
 - s. A list of the organization's officers and directors, and their contact information;
 - t. A board approved motion supporting the application.
41. As part of an application, or while a funding agreement remains active, an organization may be required to provide the County with any of the following information:
 - u. Proof of non-Profit Society Status for the current year;
 - v. Proof of Insurance;
 - w. Pending and awarded grants for the event, including those from other County departments, the Province, Federal Government, or other agencies;
 - x. Organization's Bylaws;
 - y. Any other information requested by Administration to ensure that the Organization is operating in a transparent, responsible, safe and fiscally responsible manner.

Funding Review and Approval

42. The Senior Manager of Finance and Grants will review applications for completeness and compliance with eligibility criteria.
43. Administration may seek additional information to supplement what the organization has originally provided.

44. The Senior Manager of Finance and Grants may reject late applications or reject applications that do not meet eligibility criteria.
45. The Senior Manager of Finance and Grants will make a recommendation to the Senior Management Team (SMT) regarding funding the approval of applications.
46. Organizations which are approved for funding will receive written notification.
47. Organizations which are approved for funding will be required to enter into an agreement with the County.
48. Approved funding may be released in part or in full, subject to the discretion of the County.

Use of Grant Funds

49. Approved grant funding may only be spent on Eligible Expenses incurred by the applicant organization.
50. Grant funding will not exceed the actual Eligible Cash Expenses incurred by the organization.
51. The organization cannot apply County grant funding to expenses which are already supported by other grant funding.

Acknowledgement of Funding Contribution

52. Organizations that receive grant funding must acknowledge Lac La Biche County as a sponsor for the event, unless it is not practical and reasonable to do so.

Appeals of Funding Decision

53. Appeals of funding decisions will be handled on a case by case basis and only for decisions made by County Administration.
54. The Senior Manager of Finance and Grants will review appeals and make a recommendation to Senior Management.
55. Administration will not field appeals for funding decisions that are made by Council.

Grant Reporting

56. Organizations will be required to submit their organization's financial statement and a final report using any prescribed form.
57. Organizations will normally be required to submit a final report within 3 months of the event date.
58. The final report must identify, at a minimum
 - a. Total eligible expenses;
 - b. Total event revenues by major category;
 - c. Event surplus/deficit;
 - d. In-kind contributions, including documentation; and
 - e. Description/Event Summary.
59. Invoices may be requested for expenses which exceed \$500.
60. Unspent grant funding, based on the conditions of the funding agreement, must be returned to the County upon request. Alternatively, Administration may subtract unspent grant funding from the organization's allocation in the following year.
61. Organizations which fail to submit reporting documents, have demonstrated poor management of funds, have unaddressed conflict of interest issues, have been found to be in contravention with the *Societies Act* or *Agricultural Societies Act*, or other act under which they are incorporate, or are in any other way unfit to responsibly handle public funds, may have their ability to submit future applications suspended.

"Original Signed"

Chief Administrative Officer

August 28, 2020

Date

SPECIAL NOTES/CROSS REFERENCE: Event Grant Program Policy FIN-71-024 and CM-71-015

AMENDMENT DATE: