

Description

Large Scale Tourism Events funding applications will be considered once per year. The deadline for submission of funding applications is February 1st of each year. Applications are accepted for festivals and sporting events that have a tourism draw of 100km or greater, resulting in at least 35% of attendance by visitors to our community. A Large Scale Tourism Event would provide a unique audience and/or participant experience, and can result in a significant economic and/or tourism benefit to Grande Prairie. Large Scale Tourism Events are generally ticketed, multi-day events with an attendance of greater than 2,000 people per day. Applicants will be notified following Council's decision. If the application is denied, applicants may appeal the decision to the Community Services Committee within 30 days. **Applicants are advised that if successful here, their request will not be considered under any other grant process administered by the City.**

The purpose of this funding is to:

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

Submission Deadline

Deadline for submissions: February 1st

Applications must be received on or before the application deadline or they will not be considered. Upon approval of the funding, the applicant will be required to enter into a contract or letter of understanding before funds are released. Timing of the funding/grant 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).

Submission Information

Complete applications may be submitted electronically to City Administration at grants@cityofgp.com.

Criteria and Guidelines

Applications will be evaluated on the following criteria:

The Event

- Must be a large scale event with a unique audience or participant experience; applications may include festivals or sporting events;
- Is expected to have a tourism draw of at least 35% of attendees from a proximity of 100km or greater from Grande Prairie;
- Is generally a ticketed, multi-day event with an expected or actual attendance of greater than 2000 people per day;
- Takes place in the City of Grande Prairie, or the County of Grande Prairie No. 1 at Evergreen Park, or Crosslink County Sportsplex;
- Must proceed regardless of weather conditions – event will be held “rain or shine” with a contingency plan;
- Aligns with Council’s Strategic Priorities, and complies with all relevant Bylaws, Policies, Procedures, and Legislation; and
- Is ineligible for funding if the event is supported financially from Arts Development Festival Funding or Pursuit of Excellence Funding.

The Applicant

- Has demonstrated and provided a plan to minimize the impact on the environment;
- Has provided proof of the quality and sustainability of the event. This can be done through the submission of a business plan and budget;
- Has provided a marketing plan which includes how the event is promoted locally and outside of the region. Wherever possible, recipients are required to acknowledge funding received from the City of Grande Prairie’s Large Scale Tourism Events Fund in related advertising or promotional materials;
- Has provided a social impact plan for the event;
- May also be eligible for gift-in-kind from the City and, where such contributions are made, they will be quantified and recorded separately and may be considered in determining the amount of cash contribution that the applicant will be eligible for under Policy 317;
- Must provide whether funding is used to leverage expected Provincial and Federal Funding, including Alberta Tourism;
- Must be a “non-profit organization,” as defined in Section 241(f) of the Municipal Government Act; and
- Has provided supporting documents and reports that successfully support the ability of the applicant to complete the proposed project successfully.

The Application

- Demonstrates a requirement for annual funding;
- Indicates a financial need;
- Establishes reasonableness of the budget; and
- 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.

Other Evaluation Criteria

- No single grant will exceed 50% of the annual Large Scale Tourism Events budget.
- 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.

Reporting Requirements

Applicants who receive funding must provide a statement as to how the funds were spent. Any unused funds must be returned within 60 days of the event. Please remember to include the following information in your final report within 60 days of the event:

- Statement of Accountability Report;
- Financial statements following the event, which are subject to audit or review at the City's discretion;
- Evidence of significant positive economic benefit to the community, including any statistics or measures on the tourism draw; and
- Any unexpended funds must be returned to the City.

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

Please note that failure to provide accountability information may jeopardize the opportunity for any further funding.

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

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

If the application is denied, applicants may also appeal the funding application to the Community Living Committee within 30 days of notification from Administration.

FOIP Act Policy

This personal information is being collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP Act), and will be used to administer the applications brought forward for consideration for funding from the City of Grande Prairie. It is protected by the privacy provisions of the Freedom of Information and Protection of Privacy Act. If you have any questions about the collection of information please contact the City of Grande Prairie FOIP Coordinator at 780-538-0300.

Submission of this form indicates agreement with the above disclosure statement.

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Applicant Information (Cheque will be forwarded to the below address unless otherwise indicated)

Registered Name of Organization			
Mailing Address		City	
Province		Postal Code	
Society Number			

Organization Executives (Attach list if more room is necessary)

Title	Name	Phone Number

Local Contact (Information of person completing application form)

Name			
Mailing Address		City	
Province		Postal Code	
Phone		Email	

Application Questions

1. Event Name	
2. Amount Requested	

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3. Please list all gift-in-kind donations you have recieved for this event:

4. Over how many days will the event take place?

5. Proposed event dates:

6. Event location(s):

7. Please describe the purpose of the event:

8. Has this event received prior City funding or grant monies through processes administered by the City? If so, how much, when was this received, and for what purpose?

9. a) Is this a new (less than 5 years old), reoccurring, or expanded event?

b) If this is a reoccurring event, when was it last held? Include a brief summary of events that took place during the event.

OR

c) If this is an expanded event, please list below the enhancement summary details for this event:

*For expanded events, please ensure the budget that is submitted is specific to the enhancement proposed for funding.

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10. What types of activities or performances will be taking place during the event?

11. What is the expected event attendance number per day of the event?

12. If this event has occurred in the past, what was the overall attendance number of the event?

13. Please describe how the event is expected to significantly create a positive economic benefit/boost to the community:

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14. Event must have a tourism draw of 100 km or greater, resulting in at least 35% of the attendance by visitors to our community. Please explain how your event will meet this criteria:

15. Please check off any or all of the following locations that apply regarding where the event will be taking place:

- City of Grande Prairie
- County of Grande Prairie No. 1 / Evergreen Park
- County of Grande Prairie No. 1 / Crosslink County Sportsplex

16. Please list all locations and venues (including proposed locations and venues) where your event will be taking place:

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17. Event proceeds "rain or shine." Please describe your event's contingency plan in case of adverse weather conditions that would result in having to relocate or move some or all aspects of your event:

18. Please describe how this event will be advertised and promoted recognizing the City of Grande Prairie as a sponsor. Please include your marketing plan that details how the event will be marketed outside of the Grande Prairie area.

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19. Describe your plan to minimize the impact on the environment. This can include promotion of recycling or other ways to reduce waste:

20. The application must include proof of the quality and sustainability of the event. Please briefly describe this below, and include a complete description via the submission of the business plan and budget:

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Applicant Checklist (The following information must accompany your application or it will be considered incomplete and may not be eligible for funding)

- Step 1**
- Completed Application Form
 - Economic Assessment Report

Please include the following as electronic attachments and email to grants@cityofgp.com

- Step 2**
- Detailed budget for the event; be sure to identify all sources of funding including all gift-in-kind contributions from the City of Grande Prairie and other sources. For expanded events, ensure the budget is specific to the enhancement proposed for funding
 - Current Financial Statement
 - Business Plan Submission – (including proof of the quality and sustainability of the event)
 - Event Contingency Plan
 - Environment Sustainability Plan
 - Social Impact Plan
 - Proof of non-profit organization status

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For Office Use Only

Application Date	Date Received