 <p>Town of CANMORE</p>	<p>Council Policy</p>
<p>Policy Title:</p>	<p>Major Event Grant</p>
<p>Policy Number:</p>	<p>ED-002</p>
<p>Date in Effect:</p>	<p>August 16, 2022</p>

POLICY STATEMENT



- 1 The Town of Canmore Major Event Grant Program (“the Grant”) is established to provide funding to Canmore-based not-for profit societies. Funding will support the planning and delivery of national and international events that elevate Canmore as a world class destination, create destination awareness and promote regenerative tourism, and align with the Town’s livability, environment, relationship, and economic development goals.

PURPOSE

- 2 The Grant is intended to provide funding support to the organization and execution of national and international level events that have an overall positive impact on the community as it relates to the Town’s strategic goals.

DEFINITIONS

- 3 In this policy,
 - a) “Not-for-Profit Societies” means registered legal entities in which all profit is reinvested into the organization to further their mission;
 - b) “Major Events” are events that
 - i) have a limited duration,
 - ii) generate national and/or international participants/audiences,
 - iii) increase local tourism,
 - iv) have the strong possibility of impacting municipal operations, and
 - v) generate international/national media coverage;
 - c) “Economic Impact Assessment” means the estimated economic impact of event on local economy including, but not limited to, total cost of events, spectator admission and total numbers, total number of hotel rooms and number of nights, average cost of hotel room, restaurants visits, and environmental impact.

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GRANT INFORMATION

4. Maximum funding available is \$15,000 per year for a limit of three years for a maximum grant of \$45,000, subject to ongoing budget approval.
5. Granting of in-kind facility rentals shall be considered for the purpose of carrying out activities which enhance the event's community benefit as defined by the evaluation criteria set out in this policy.
6. Town of Canmore service and supports requests are calculated using the Master Fee Schedule and the appropriate multiplier from the Cost Recovery Pyramid in Community Event Policy AE-002 and will be invoiced separately.
7. Approved multi-year grants shall be reviewed annually. The municipality may end an existing grant agreement without notice if the grant recipient no longer meets eligibility criteria or the purpose of the grant.

ELIGIBILITY

8. Eligible projects under the Grant include the organization and execution of Major Events in sport, recreation, arts, and culture that are recognized by the respective governing bodies as national and international level events.
9. Only Not-for-Profit Societies are eligible to apply.
10. Applicants must make separate application for each Major Event.
11. Organizations must demonstrate good financial standing.
12. Applications shall not be considered eligible if
 - a) the application does not adhere to all relevant Town of Canmore policies,
 - b) the application is incomplete,
 - c) application documentation is submitted after the posted deadline,
 - d) the event is considered a local or community event and funded under Community Grant Policy CSD-001, or
 - e) the applicant has not met the responsibilities of a previously provided Town of Canmore grant.
13. Eligible applications are reviewed and ranked by the internal administration Major Event Grant Selection Committee based on the evaluation criteria.

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EVALUATION CRITERIA

14. Applications shall be evaluated and scored against the following criteria:

- a) Elevating Canmore as a World Class Destination
 - i) how the event draws national and international participants, visitors, and media attention to showcase the best of what Canmore has to offer, and
 - ii) how the event offers an experience-based, authentic celebration of Canmore's mountain lifestyle.
- b) Environment and Sustainability
 - i) initiatives taken to reduce the environmental impact of the event,
 - ii) education of participants and spectators on ways they can reduce their environmental impact, and
 - iii) how the event works to create a thriving destination that regenerates and heals resources.
- c) Livability
 - i) is accessible, inclusive, and affordable,
 - ii) promotes an inclusive and safe event, and
 - iii) is relevant to the culture and identity of the community of Canmore.
- d) Relationships
 - i) demonstrates a meaningful approach to living in Right Relations and inclusion of First Nations and Metis, and
 - ii) works in partnership with the municipality, business community, and Not-for-Profit Societies to build mutually beneficial outcomes.
- e) Proof of Good Standing and Past Performance
 - i) past compliance with policy, procedure, regulations, and deadlines,
 - ii) the organization can show that it is in good financial standing, and all fees have been paid, and
 - iii) all application and Town of Canmore grant reporting deadlines have been met.

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- f) Economic Impacts to the Town
 - i) the economic benefit criteria are considered more heavily outside of high seasons/periods (June – September and holidays), and
 - ii) identifies positive impacts on the local economy.

RESPONSIBILITIES

15. Upon accepting funding from the Town of Canmore and signing a letter of agreement, successful grant applicants must
 - a) spend the funding within the allocated time frame unless an extension is granted in writing,
 - b) submit a final report to the Town of Canmore no more than 90 days after the execution of the event unless an extension is granted in writing,
 - c) show proof of acknowledgement of the Town of Canmore as event partner/sponsor, and
 - d) for multi-year funding agreements, submit an interim report one year after funding is approved that includes
 - i) an overview of monies spent to date,
 - ii) if applicable, proof of successful bid assignment to Canmore, and
 - iii) a brief progress report.

16. The final report must include
 - a) a copy of a board-approved financial statement,
 - b) an Economic Impact Assessment of the event on the Canmore community, and
 - c) a high-resolution photo of the event that can be shared publicly.

17. The entire grant amount must be returned to the Town of Canmore if
 - a) funding has not been spent within the approved timeline,
 - b) the applicant no longer meets the eligibility requirements set out in this policy, or

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- c) funding has not been spent on eligible expenses as outlined in the grant agreement.
18. Town of Canmore administration is responsible for the overall management of the grant program including
- a) annually advertising grant competition details,
 - b) overseeing the Major Event Grant Selection Committee,
 - c) administering the application process,
 - d) using discretion to approve applications to extend the term of an awarded grant,
 - e) reporting awarded projects and the process used for allocating grant dollars to Council,
 - f) reporting the project outcomes to Council, and
 - g) reporting unused project funds to Council.
19. The internal administration Major Event Grant Selection Committee is responsible for
- a) reviewing and ranking all Grant applications against the criteria of eligibility set out in this policy,
 - b) selecting Grant applications that meet the criteria of eligibility, and
 - c) determining the proportion of the Council-approved budget that will be awarded to each successful applicant.
20. Council is responsible for
- a) approving the budget for the Grant, and
 - b) allocating unused project funds that they wish directed somewhere other than reserves.

POLICY REVIEW

21. This policy will be reviewed by Council on or before August 30, 2026.

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RELATED DOCUMENTS

- Event Grant Procedure
- 2023-2026 Town of Canmore Strategic Plan
- Community Event Policy AE002
- Major Event Grant Criteria of Eligibility Ranking Matrix
- Regenerative Tourism Strategy
- Economic Development Strategic Plan

ATTACHMENTS

None

REPEALS POLICY: None

AUTHORIZATION:



Sean Krausert
Mayor



Cheryl Hyde
Municipal Clerk

REVISION HISTORY

Action	Date	Council Motion	Notes
Approved	2022 08 16	194-2022	New

Policy approved by: 