

**Community Large Scale Event Investment Program****Report Purpose**

To seek Council approval on a recommendation on municipal support for large scale events.

**Recommendation**

THAT funding in the amount of \$60,000 for a Community Large Scale Event Investment Program be included in the proposed 2020 operating budget.

**Our Prioritized Strategic Goals**

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 5 - Foster collaboration through regional, community and governmental partnerships

**Report**

Strathcona County partners with community Not-for-Profit organizations to host sustainable festivals and events which enhance the quality of life of residents and to support new or existing events that intentionally attract visitors. A number of municipalities that provide funding for special events in their community were reviewed.

Strathcona County offers a broad range of grants and funding opportunities each year. One area Strathcona County could provide community organizations additional funds is events that are larger scale. Large scale events criteria include: attendance over 1000 people, the event is open to the public and will attract tourism and visitors to Strathcona County. In addition, the festival/event would be required to use local hotels and businesses.

The Community Large Scale Event Investment Program would enable the community to build on the foundation that relevant recreation and culture opportunities are available to all and, through collaboration, contribute to the cohesion, vibrancy and overall well-being of our community. The Community Large Scale Event Investment Program supports special events and festivals that focus on emerging opportunities within the community. The contribution from Strathcona County would be matching funds up to \$15,000 and could support innovative, creative events and festivals that bring people together for positive change.

**Council and Committee History**

April 30, 2019	Motion 2019/94: THAT Administration bring a report by the fourth quarter of 2019 with considerations related to providing municipal support for special events, including events such as arts, culture, recreation and sports, and including a study of other municipalities' programs that fund such events.
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**Other Impacts**

**Policy:** N/A

**Legislative/Legal:** N/A

**Interdepartmental:** Economic, Development and Tourism

**Master Plan/Framework:** Recreation and Culture Strategy

**Communication Plan**

A communication plan would be developed for this initiative to align with the current Strathcona County grant programs.

**Enclosure**

- 1                      Municipal Support for the Community Large Scale Event Investment Program Overview