

# Community Large Scale Event Investment Program Overview

# Regional Comparison

City of Airdrie	<p>Community Investment Funds</p> <ul style="list-style-type: none"> <li>• Small scale events is matching funds up to \$5,000</li> <li>• Large scale festivals and events that is matching funds up to \$15,000</li> </ul>
Devon	<p>Arts, Culture, Heritage, Recreation, Environment or Community Spirit</p> <ul style="list-style-type: none"> <li>• support projects more that \$2,000, funding of up to 25% of the project budget to a maximum of \$5,000</li> </ul>
St. Albert	<p>Community Significant Event Stimulus Fund</p> <ul style="list-style-type: none"> <li>• 33% of the total event expenses for an event, to a maximum of \$40,000</li> </ul>
City of Edmonton	<p>Community Hosting Grant</p> <ul style="list-style-type: none"> <li>• The grant amount is determined by the level of the event and number of days it is being held and could be up to \$5,000</li> </ul>
Municipality of Wood Buffalo	<p>Community Impact Grant</p> <ul style="list-style-type: none"> <li>• Community events – \$20,000 maximum</li> <li>• New events – \$50,000 maximum, with a declining proportion of funding available for a maximum of three years</li> </ul>
Red Deer	<p>Community Recreation Enhancement Grant</p> <ul style="list-style-type: none"> <li>• supports up to a maximum of \$5,000</li> </ul>

# Alignment with the Recreation and Culture Strategy

- Building Capacity one of the five key areas of focus that:
  - Explore partnerships and collaboration
  - Strengthen existing partnerships and foster new partnerships
  - Support volunteerism



# Strathcona County Event Related Grants

1	Your group needs support to provide neighbourhood-based or resident-led, innovative, non-traditional ideas and projects that focus on emerging opportunities in the community. (For example a block party, community kitchen)	Your group could qualify for the Family and Community Services Community Seeds Grants Program
2	Your group is hosting an event or festival and the main purpose is the delivery and development of arts, heritage and/or cultural activities	Your group could qualify for the Arts, Cultural and Heritage Community (ACHC) Investment Program
3	Your group is hosting a regional, provincial, national or international sporting event sanctioned by a sport governing body	Your group could qualify for the Community Recreational Event and Sport Tourism (CREST) Investment Program
4	Your group needs support to host a community event or festival and you don't qualify under the Arts, Cultural and Heritage Community Investment Program or Community Recreational Event and Sport Tourism grant.	Your group could qualify for the Community Large Scale Event Investment Program
5	Your groups event budget exceeds \$50,000 and is a unique event opportunity within the community	Your group may be considered for additional funds through Council approval.

# Community Large Scale Event Investment Program

- 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.
- The Community Large Scale Event Investment Program enables 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.
- This grant could potentially benefit events such as: Highland Gathering, Ravenwood Music Festival, Birkebeiner, South Cooking Lake Trail Day and the Tractor Pull.

# Criteria for the Community Large Scale Event Investment Program

- The community organization is hosting a large scale event in Strathcona County that has an estimated attendance of 1000 people or more.
- Event budget is a minimum of \$15,000.
- Event is open to the public and will attract tourism and visitors to Strathcona County.
- The festival/event is using Strathcona County hotels and businesses.
- The event is not an on-going event or part of a series of events throughout the calendar year.
- Event does not qualify under the Arts, Cultural and Heritage Community Investment Program or Community Recreational Event and Sport Tourism grant.



# Community Organization Event Budget

- Community event budget must be a minimum of \$15,000.
- The contribution from Strathcona County for large scale events is matching funds up to \$15,000.



# Support Funds

Funds can be used to cover	Funds can not be used to cover
<ul style="list-style-type: none"> <li>• Strathcona County rental license (if applicable and include fees such as rental fees, power, water, additional staffing)</li> <li>• Rental of equipment including stage, chairs, tables and other materials that will ensure safe installation of festival/event equipment.</li> <li>• Marketing event material</li> <li>• Performers and entertainment fees</li> <li>• Expenses related to safety training and developing sustainable practices such as recycling</li> <li>• Strathcona County permit fees and associated costs</li> <li>• Volunteer recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative costs and fees associated with running the event that include: legal and insurance fees, external permits, accounting and staffing costs.</li> <li>• Food and beverage purchases.</li> <li>• An event or festival that qualifies for the Community Recreational Event and Sport Tourism Investment Program (CREST) or the Arts, Cultural and Heritage Community Investment Program (ACHC).</li> <li>• Funding of campaigns, mailings from supporters and other solicitations for contribution in order to raise funds for an event.</li> </ul>



# Additional information

- Provincial grants may be available for community not-for-profit groups that include but are not limited to, Community Initiatives Program project based, Community Initiatives Program Major Cultural and Sport Events grant and Community Facility Enhancement Program.
- Strathcona County Community Large Scale Event Investment Program applications would be accepted up to May 30 and October 30 each year with the processing time approximately 3-4 weeks.
- An event that exceeds a \$50,000 budget, and is a unique event opportunity within the community, may be considered for additional funds through Council approval.

# 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.