

**Priorities Committee Meeting\_Jul15\_2025****REPORT FOR INFORMATION**

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**2024 and 2025 Recreation, Parks and Culture investment programs recipients****Report Purpose**

To provide information on the grant and funding opportunities offered by Recreation, Parks and Culture and an update on amounts issued through each of these programs from 2024 to present.

**Our Strategic Goals**

Goal 2 - Healthy and Safe Community

Goal 3 - Responsible Development

Goal 4 - Municipal Excellence

Goal 2 Priority - A diverse, welcoming, inclusive, and an accessible community for all

Goal 3 Priority - Growth and development that prioritizes community well-being and economic benefits

Goal 4 Priority - Optimal use of resources that meets the community's needs

**Report**

Recreation, Parks and Culture offers investment programs through three main streams: Arts, Culture and Heritage Investment Program, (ACHCIP) Community Large Scale Event, and Community Recreation Event Sport Tourism. These programs are complimentary to each other and have diverse focus areas to meet the needs of a variety groups, organizations, and individuals representing sport, culture, agriculture, and special events. Groups applying for funding from these programs must be registered non-profits. Applicants for the ACHCIP may apply for multiple categories of funding for different projects but can only apply for funding from one of these three programs. All program recipients complete a final report demonstrating use of funds.

**Arts, Culture and Heritage Investment Program**

The Arts, Culture and Heritage Community Investment Program (ACHCIP) supports Strathcona County-based community not-for-profit arts, culture and heritage organizations. Five funding categories are offered through the program. They are:

- Arts development/program/project
  - Enables and encourages community non-profit arts, culture and heritage organizations to enhance their services and provide innovative community-based arts, cultural and heritage programs, projects and activities to the residents of Strathcona County
  - Applicants may apply for arts development, program or project funds to a maximum of \$6,500
- Capital equipment
  - Enable, encourage and assist community non-profit arts, culture and heritage organizations to purchase essential capital equipment that will enhance and develop their delivery of services to residents of Strathcona County
  - Applicants may apply for up to 50% of the cost of equipment to a maximum of \$5,000

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- Individual artist development
  - Enables and encourages professional and emerging artists who live in Strathcona County to further their skills and to share their learnings with the wider cultural community, thereby enhancing cultural and heritage programs, projects and activities in Strathcona County
  - Emerging artist applicants are eligible for up to \$750
  - Professional artist applicants are eligible for up to \$1,500
- Organizational development
  - Enables and encourages community non-profit arts, culture and heritage organizations to strengthen the skills and capacity of both their organization and volunteers, thereby improving their ability to provide innovative community-based arts, cultural and heritage programs, projects and activities to the residents of Strathcona County
  - Applicants may apply for organizational development funds to a maximum of \$3,000
- Special event or festival grant
  - Enables, encourages and assists community non-profit arts, culture and heritage organizations to produce or enhance multi-faceted arts, cultural and/or heritage events. Events must be held for one or more days in Strathcona County.
  - Applicants may apply for up to \$6,500 of their event or festival budget. For events of regional, provincial or national significance, higher maximums may be considered on a one-time basis if funds are available.

The annual ACHCIP budget is \$130,000 and has two intake dates: May 8 and November 1.

**Community Large Scale Event Investment Program**

The Community Large Scale Event Investment Program is available for local not-for-profit organizations that are hosting large scale, sustainable festivals or events that enhance the quality of life of residents and supports new or existing events that attract visitors.

The contribution from Strathcona County matches up to 50% of the event budget, up to a maximum of \$15,000. Funds can be used to cover: Strathcona County rental license, rental of equipment, marketing material, expenses related to safety training and developing sustainable practices, Strathcona County permit fees, and volunteer recognition.

Events should have an estimated attendance of 1,000 people or more and bring exposure to the community through print, television, radio and/or social media.

The Community Large Scale Event Investment Program has two intake dates: May 8 and November 1, with most applications being received at the November intake.

The annual program budget for the Community Large Scale Event Investment Program is \$65,000.

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### **Community Recreation Event and Sport Tourism Investment Program**

The Community Recreation Event and Sport Tourism Investment Program (CREST) assists groups in hosting sporting events at the provincial through to international event level. The aim of this program is to boost sport hosting in Strathcona County as an incentive to aid local sport and community organizations to build sport hosting capacity and stage major sport competition and related events in Strathcona County. This is an investment in the growth of sport tourism for our community and an opportunity to increase tourism revenues in Strathcona County.

CREST is currently being reviewed to determine if eligibility requirements continue to meet the evolving needs of the community and align with findings that arise through the development of the RPC Tourism Hosting Plan (for sport, culture and agriculture). This review includes considerations of the program intake dates, the event's location, logistical and operational requirements, scope, and more.

CREST currently has four intake dates: March 15, June 15, September 15 and December 15. Most applications are received in the first half of the year.

The contribution from Strathcona County is determined based on eligible expenses (currently venue rental) at the following levels:

- Provincial event: up to \$3,000
- Western Canadian: up to \$4,500
- Canadian: up to \$5,500
- International: up to \$6,500

The annual program budget for CREST in 2025 is \$35,000. This is an increase from the previous amount of \$20,000 in 2024. The program review is anticipated to increase applications thereby ensuring the existing program funds are fully utilized.

### **Council and Committee History**

February 6, 2024     A report or information was provided as part of the Priorities Committee agenda package outlining the 2022 and 2023 Arts, Culture and Heritage Community Investment Program (ACHCIP), Community Large Scale Events Investment Program and Community Recreation and Sport Tourism Investment Program (CREST) recipients.

### **Other Impacts**

**Policy:** SER-011-012 Cultural Services, PUB-001-014 Public Sponsorship

**Financial/Budget:** N/A

**Legislative/Legal:** N/A

**Interdepartmental:** N/A

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

### **Enclosure**

1                                      2024 and 2025 Recreation, Parks and Culture grant funding requests