



CITY OF  
*Lethbridge*

Application Deadline: *Applications are accepted and reviewed as received*

## **COMMUNITY EVENT SUPPORT PROGRAM**

### **APPLICATION PROCESS**

#### ***Program Objective***

The City of Lethbridge recognizes the value of special events and the contribution they make to the vitality of our community. The City has established this program to provide funding support, investing in non-profit community organizations that organize and deliver events which enhance the quality of life for the citizens of Lethbridge, as demonstrated in the City of Lethbridge Parkland and Roadway Special Event Policy.

# COMMUNITY EVENT SUPPORT PROGRAM

The **Community Event Support Program** has been established to assist community not-for-profit organizations initiate and develop new events with the intent of providing the event organizers funding that will help create strong, healthy events, and to help with the maintenance of traditional events.

**Major Events requesting funding greater than \$7,500 that qualify within the set criteria will go directly to City Council for contingency or base funding. These may include:**

**One time event hosting  
Annual repeat events  
Emerging funding**

## Who can apply?

Applicants must:

- be legally registered and in good standing as a not-for-profit organization  
or  
be an organizing committee under the auspices of an affiliate or sponsoring organization with not-for-profit-status
- be a Lethbridge based organization, holding an event in the city
- have a community mandate

## The following are ineligible to apply:

- Public institutions including schools, churches, all levels of government, hospitals/medical facilities and regional health authorities and all affiliated bodies
- Commercial, business and private organizations
- Municipal government departments (ie libraries, police, fire, etc.)

## What types of events are eligible?

Events held within the city, organized for the purpose of building and celebrating a sense of community and held primarily for the benefit of Lethbridge residents qualify for assistance, including:

**Community Festivals:** annual events actively programmed around a theme, with a focus on community organization and participation, requiring significant commitment of facilities or impact on the community. The festival celebration is the primary goal

**Participant Events:** Personal challenge events incorporating social interaction. Support or promotion for a cause is usually the reason for the event which is attended by spectators/ participants attracted to the event site.

**Other Community Special Events:** Events that do not qualify as a **Community Festival or Participant Event** but do rely on community support will be considered for funding. These events must meet eligibility criteria.

A maximum dollar amount will be allocated each budget period for the purpose of supporting these events.

## To be eligible for funding, an event must:

- Demonstrate a high degree of community support based on attendance, participation, organization, membership, volunteers, financial contributions, and in-kind donations.

- Not duplicate or be similar in nature to existing celebrations currently being offered
- Not receive financial assistance through other City of Lethbridge funding policies or decisions of Council
- Qualify by contractual agreement for facility use

### **Ineligible activities and expenses:**

- **Hosting Events** qualifying under the **Civic Hosting Grant** – Conferences, Conventions, Meetings, Sport/Recreation Events and Cultural Events
- Events receiving financial assistance through **other** City of Lethbridge funding policies or decisions of Council
- Special Interest Events including weddings, religious gatherings, demonstrations, marches, or for commercial purposes
- Retroactive expenses or accumulated deficits
- Capital projects

### **What can grant funds be used for?**

Funding may be applied toward services and facility rentals provided by the City, including:

- Special Events staff labour costs for setup and take down
- Engineering services such as traffic signs and barricades
- Transportation by city transit
- City facility rental
- Police services
- Fire services

A cash grant may also be applied towards the operations of the event.

### **Conditions:**

- **Community Event Startup funding** may be considered for up to three years for Community Festivals and Participant Events, **HOWEVER** approval in one year will not guarantee funding in future years. Support of Other Special Community Events will be considered on a case by case basis.
- **Community Event Core Maintenance funding** may be applied for by Community Festivals and Participant Events if the event is unsuccessful in being self sufficient, but meets the established guidelines (see application)
- **Community Event Emergency funding** may be applied for in response to situations beyond the event planner's control, ie: weather. A % of annual funding will be reserved and reallocated to the next year's grant program if not used.
- Funding requests will be reviewed twice each year- May and November.
- The maximum grant awarded would be matching financial contributions to a maximum of \$7,500 – not exceeding 25% of the event budget.

- The term of the grant is one year, and only one Community Event Support grant application can be submitted per fiscal year. Previously funded projects must be completed before any new applications will be considered.
- Successful applications will receive 50% of the funding within three weeks of the application deadline- the final 50% will be released upon receipt by the city of the final report.
- **All promotion/publicity** of the event must acknowledge the contribution of the Recreation, Parks and Culture department in compliance with the guidelines set out in the City of Lethbridge **Recognition Policy**.

### **How to apply**

Grant requests must be submitted to the City of Lethbridge, Parks, Recreation and Culture Department and include the following:

- A completed application form
- Incorporation number
- Any necessary approvals/permits or facility contracts
- The projected operating budget for the event, including details of expenditures, revenues, projected financial contributions and donations in kind
- Verification of community support; including letters of funding support or endorsement
- A program of the event, demonstrating the benefit to and access by the general public
- The marketing/publicity plan demonstrating appropriate information to the public about the event

### **Submit to:**

**City of Lethbridge  
Community Services  
3<sup>rd</sup> Floor City Hall  
910-4 Avenue S.  
Lethbridge, Ab T1J 0P6**

### **How will applications be evaluated?**

Because funding is limited, all organizations meeting the eligibility criteria may not be supported. Evaluation will be based on the following criteria:

- Confirmed support from sources other than the City of Lethbridge? ie: revenue from concessions, sponsorships, donations, in-kind donations and support from other grant programs?
- Does the event provide unique opportunities for the public?
- Creativity and professionalism.
- Will people with appropriate expertise be involved?
- Completeness of the plan, including: site or venue requirements, engagement of key organizers, and budget
- A demonstrated need for a grant
- How the grant funds support the growth and sustainability of the event

## **Review Process**

- Recreation, Parks and Culture staff ensure that the application is eligible.
- Evaluation committee, reviews the application
- Applicant is notified of decision

## **Reporting**

Within sixty days following the event, your organization must provide the following information:

- a completed follow-up report form
- a program of events, if one is produced
- a statement of total revenue and expenses for the event signed by two executive officers or an audited financial statement for the event.

## **Application forms are available at:**

City of Lethbridge  
Community Services Department  
3<sup>rd</sup> Floor City Hall  
910-4 Avenue S.

**Or on line:** [www.cityoflethbridge.ca](http://www.cityoflethbridge.ca)

For more information contact: