



Heart of Our City Activity Grant 2017 Guidelines and Application Form

Grant Description:

The purpose of the **Heart of Our City Activity Grant** is to provide City of Lethbridge funds to assist Lethbridge organizations host events that create an exciting and vibrant downtown and attract audiences to the Heart of Our City. The criteria for application and approval of the **Heart of Our City Activity Grant** were established by the Heart of Our City Committee which is a Standing Committee of City Council. The criteria are reviewed annually and adjusted if required. Applications will be assessed for merit and grants will be awarded by the Heart of Our City Committee in consultation with the Community Services Department. Successful applicants will receive 75% of their approved grant award within two weeks of completion of the adjudication process and the final 25% within two weeks of acceptance of the Comprehensive Final Project Report and the Financial Report. A final Project and Financial Report, including event photographs, must be submitted to the Community Services Department grant administrator with-in 90 days of completion of the project.

Complete application packages must be submitted to the Grant Administrator:

Recreation & Culture Program Manager
City of Lethbridge
910 4 Avenue South
Lethbridge, AB. T1J 0P2

Grant Eligibility:

The Heart of the City Activity Grant is available to incorporated, not for profit organizations. Unincorporated organizations and individuals may apply provided they provide an indication of support from an eligible organization. Public Institutions and Foundations may be eligible for projects outside their normal scope of operations. In order to be eligible for funding the event must be held within the Downtown area or within the Civic Precinct as defined by the Heart of Our City.

The Heart of Our City Activity Grant is not intended for fund raising events.

Application Deadline:

The **deadline** for applications for **2017** is **October 31st, 2016** and decisions on the awarding of funding will be made by **November 15th, 2016**. Applications received after the deadline will be considered if annual funds have not been fully expended.

Funding:

Projects will be eligible for up to \$10,000.00 in grant funding annually. **A project is not eligible for Heart of Our City Grant funding if it is receiving funds from other City of Lethbridge sources.** All grant applications exceeding \$1,000.00 require the organization to provide 50% matching funds. Applications for grant funding may receive: maximum grant funding; or partial grant funding; or no funding due to the volume of applications, limited availability of funds or misalignment with grant purposes.

Project budgets must be balanced which means that planned expenditures must equal the anticipated revenues plus the requested funding.

Application Requirements:

- Completed application form
- Completed project budget
- Supporting documentation
- List of Applicant Executive or Event Organizing Committee members
- Signed Applicant Agreement
- Successful applicants must submit their events to be included in the City of Lethbridge and Downtown Lethbridge BRZ events calendars¹

Eligible Expenses:

- Fees for services – professional and technical fees
- Event supplies
- Marketing and communications – ads, graphic design, brochures, banners, etc.
- Event infrastructure – venue rental, stages, lighting, sound, portable washrooms, etc.
- Safety – Security personnel, ambulance
- Volunteer expenses – identifying clothing, refreshments

Evaluation Criteria:

- Project Benefits
 - Level of support for the Heart of the City Vision²
 - Magnitude of event
 - Event accessibility
 - Projected downtown visitor attraction – participants, volunteers, audiences
 - Duration of project
 - Project sustainability – is the project a one time or ongoing event
- Project Viability
 - Background of applicant (organization size, length of operation, prior experience)
 - Indication of community support, including letters of support from sponsoring entities
 - Sufficiency of matching resources
- Availability of Funding

¹ Events can be posted on the City of Lethbridge Events Calendar: [<http://www.lethbridge.ca/Events/Pages/Posting-Guidelines.aspx>] and event organizers should contact the Downtown Lethbridge BRZ to have information included on its website: [melissa@downtownlethbridge.com or 403-327-9002]

² **Downtown Vision Statement:** Downtown will strive to enhance quality of life for all Lethbridge citizens. Its vibrancy is rooted in its diverse population and accordingly it will strive to be an open, safe, affordable, accessible and welcoming place to people of all walks of life. This social diversity will be embraced and celebrated through festivals and cultural events, urban design, architecture, and the day to day functioning of Downtown Lethbridge.

Heart of Our City Activity Grant Application Form

Applicant Information	
Legal Name of Organization:	
Please attach names, phone numbers and email addresses for the Organization's Board of Directors or the Project Organizing Committee Members.	
Incorporation Number (if applicable):	Incorporation Date:
Address of Organization:	
Project Contact: (project information) <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	Name and Title:
Daytime Phone:	Email:
Alternate Contact <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	Name and Title:
Daytime Phone:	Email:
Signing Authority Contact: <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	
Name:	Title:
Daytime Phone:	Email:
Name of Supporting Organization if not Incorporated:	
Supporting Organization Contact: <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.	
Name:	Title:
Daytime Phone:	Email:
Signature of Applicant:	Date:
Print:	Sign:



Heart of Our City Activity Grant Application Form



Project Information		
Name of Event:		
<input type="checkbox"/> Inaugural Event		
<input type="checkbox"/> One Time Event <input type="checkbox"/> On Going Event		
Date(s) of Event:		
Event Description: (Please attach additional pages if required)		
Event Location (Venue name and address):		
Event Benefits:		
Target Audience:		
# Participants:	# Spectators:	# Volunteers:

Project Budget		
Description	Cash	In-kind Value³
Expenditures		
Professional Fees		
Venue & Infrastructure Rental		
Insurance		
Security & First Aid		
Marketing and Promotions		
Volunteers		
Other (please specify)		
Expense Total		
Revenues		
Tickets/Registration Fees		
Provincial Grants		
Federal Grants		
Sponsorship		
Other (please specify)		
Revenue Sub Total		
Heart of Our City Activity Grant Requested		
Revenue Total (must equal expense total)		

Please Note:

The Project Budget must be balanced which means that the anticipated revenues plus the requested funding must equal planned expenditures.

Surpluses of 5% or less may be retained by the sponsoring organization. Other surplus funds must be returned in their entirety to the Heart of Our City fund.

Applicants are advised that there are charges for the use of City facilities which, if used for events, must also be accounted for in the project budget.

Applicant Agreement:

I declare that: I am a duly authorized representative having legal and/or financial signing authority

³ "In-kind" means donated goods or services



for _____ and that:

- All information contained in this application is true and accurate and endorsed by the above organization.
- All funds awarded shall be used solely for the purpose stated within the application and that an accounting of spending showing compliance with conditions of the grant will be provided at completion of the event.
- As a condition of accepting financial assistance, access to all financial statements and records connected with monies received is hereby granted to the City of Lethbridge representative.
- As a condition of accepting financial assistance, all applicants will agree to display the Heart of Our City logo on all promotional material and at the event site(s).
- A representative of the Heart of Our City Committee will be invited to attend the event and may make remarks related to the event and/or the Heart of Our City campaign.

Authorized Signature

Name and Title (Please Print)

Date

DECISION and DATE: _____

AMOUNT OF FUNDING APPLIED FOR: \$ _____

APPROVED

AMOUNT:

REFUSED

Authorized Signature

Name and Title

Heart of the City Activity Grant Final Report Form

Name of Event:

Date(s) of Event:				
Event Location (Venue name and address):				
# Participants:	# Spectators:	# Volunteers:		
Project Budget				
Description	Cash		In-kind	
Expenditures	Budget	Actual	Budget	Actual
Professional Fees				
Venue & Infrastructure Rental				
Insurance				
Security & First Aid				
Marketing and Promotions				
Volunteers				
Other (please specify)				
Expense Total				
Revenues				
	Budget	Actual	Budget	Actual
Tickets/Registration Fees				
Provincial Grants				
Federal Grants				
Sponsorship				
Heart of Our City Activity Grant				
Other (please specify)				
Revenue Total (must equal expense total)				

Please provide JPEG photos of your event and attach copies of any promotional materials and press reviews. Applicants may be asked to provide copies of expense invoices.