



CITY OF  
*Lethbridge*

# COMMUNITY EVENT SUPPORT PROGRAM

## 2018 Information & Application Package

Revised January 2018

### **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 to not-for-profit community organizations that organize and deliver events which enhance the quality of life for the citizens of Lethbridge.

The **Community Event Support Program** has been established to help 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.

### **2018 Application Deadlines:**

*January 31, April 30,  
July 31, and October 31*

**Applications Reviewed Quarterly**

### **Submit to:**

Recreation & Culture Office  
3rd Floor, City Hall  
910 4 Avenue South  
Lethbridge, AB  
T1J 0P6



CITY OF  
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# Community Event Support Program

The City of Lethbridge partners with not-for profit organizations to improve the quality of life for the citizens of Lethbridge.

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 to non-profit community organizations that organize and deliver events which enhance the quality of life for the citizens of Lethbridge.

## Who can apply for the Community Event Support Program grant?

Applicant organizations 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/regional governments or departments (i.e. libraries, police, fire, etc.)

## Event Categories - What type of events are eligible?

Events held within the city, organized for the purpose of building and celebrating a sense of community, creating an economic spinoff, and/or held primarily for the benefit of Lethbridge residents qualify for funding assistance, including:

- **Sport Competitions:** A single event or tournament competition comprised of a combination of local and external competitors, coordinated by a local organizing community and volunteer base.
- **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. Entertainment-based.
- **Conferences:** Events providing an educational or networking opportunity that benefit citizens of Lethbridge, while attracting delegates or participants from outside the community are eligible. Events cannot be exclusive in manner and should include at least a minimal opportunity for the general public or special interest groups.
- **Advocacy:** An apolitical or non-religious based gathering that benefits the community at large. Cannot be controversial or divisive in nature.

### **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 or events currently being offered
- Not receive financial assistance through other City of Lethbridge funding policies or decisions of Council

### **Ineligible activities and expense:**

- Special interest events including weddings, religious gatherings, demonstrations, marches, or for commercial purposes
- Retroactive expenses or accumulated deficits
- Capital projects not related to or necessitated by the proposed event

### **Funding Levels:**

- The maximum grant awarded would be matching financial contributions to a maximum of \$7,500 and not exceeding 50% of the event budget
- Because funding is limited, all organizations meeting the eligibility criteria may not be supported, or may not receive the full requested amount

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

A cash grant may also be applied towards the operations of the event or toward services and facility rentals provided by the City, including:

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

### **How to apply:**

Grant requests must be submitted to the City of Lethbridge, 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, if applicable
- The marketing/publicity plan demonstrating appropriate information to the public about the event

## **Review Process**

- Recreation 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 and Submissions:**

City of Lethbridge  
Recreation and Culture  
3rd Floor City Hall  
910-4 Avenue S.  
Lethbridge, AB  
T1J 0P6

Or online: [www.lethbridge.ca](http://www.lethbridge.ca)

For additional information contact: [Lori.Harasem@lethbridge.ca](mailto:Lori.Harasem@lethbridge.ca)

# Application Package Guide - Definitions and Explanations

Please refer to these notes when filling out the Community Event Support Grant application.

## Part C – Affirmation

### Authorized Signature - Required

If you do not have an Adobe accredited digital ID you will be prompted to create one. Select “A new digital ID I want to create now” and select a place to store the digital ID. You will need to input your name and email as well create a password for the digital ID. Once the digital ID has been input you will be required to save your form.

### Name and Date - Required

You will need to ensure that both of these fields are filled in, or an error message will appear.

## Part D – Event Information

### Event Type or Category

Based on the Event Categories listed above, please indicate which best describes your proposed event.

### Location of Event

Please list the venue(s) your event will utilize.

### Date(s) and Time of Event

Please list all dates and times where attendees are present.

### Total # Participants

Participants may include the event organizers, volunteers, athletes, officials, performers, presenters, etc. who will be involved in the event. Participants are counted once per event, regardless of event length.

### Total # Spectators

Spectators may include athlete families, invited guests, and/or the general public. Spectators are totaled for each day (or session) of the event combined.

### % of Attendees Travelling 80km+

This number is requested to determine an estimate of the potential economic impact of visitors attending and staying overnight in the City.

### Scope of Attendance

Based on where the majority of attendees are expected to travel from.

Definitions:

- International – Outside of Canada (not including Montana)
- National – Provinces beyond Alberta
- Regional – Greater than 80km away
- Local – 80 km and under

## **Funding Level**

Refers to the funding request in regards to the timeline of the project. The general intent of this grant is to ensure community events have an opportunity to be successful and that the organization hosting the event is making strides towards sustainability.

Definitions:

- One Time Special – Special event to be hosted once
- Inaugural – First edition of a planned annual event
- Ongoing – Planned annual event in their 2nd or 3rd year
- Mature – Annual events in their 4th year and beyond

## **Funding Type/ Event Sustainability**

Refers to the type of funding that the grant will be applied to. The general intent of this grant is to ensure community events have an opportunity to be successful and that the organization hosting the event is making strides towards sustainability. Provided budgets should be complete in expenditures and revenue, with specific attention given to which lines the grant will be used for.

Definitions:

- Emergency – Special case situations where extra funds to mitigate organization hardship. May applied for retroactively in response to a situation beyond the event planner's control (ie: weather) and a resulting budget shortfall.
- Operating (Ongoing/Annual) – Event funding may be applied for by event organizers if the event is unable to be self-sufficient and meets the established guidelines within this application.
- Fundraising – If by design and coordination, the event is expected to generate a nominal revenue surplus.
- Surplus Fundraising – Event is designed to raise significant funds for a project or capital purchase.

## **Project details**

### **Question #1 – Description of project and organization.**

Give a brief description of your event and how your group is planning to organize the activities. Please identify, in detail, the event timeline and any significant features or challenges.

### **Question #2 – How does your event enhance a sense of community?**

Indicate the benefits to Lethbridge residents. Please include all intrinsic and extrinsic benefits to your organization and the community as a whole.

### **Question #3 – Please provide marketing timeline, marketing budget and projected reach of event.**

How does your group plan to advertise for your event? Locally and beyond? Does your group have a marketing budget? Do you anticipate marketing your event beyond Lethbridge and to what level?

## **City Permit**

Identifies events which require coordination of City equipment or services. For inquiries related to special event permits please contact Sarah Burton at 403-320-3011 or [sarah.burton@lethbridge.ca](mailto:sarah.burton@lethbridge.ca).

## **Event Access**

Identifies any barriers to the event which would restrict access to local citizens. This includes whether the event is free to attend or whether it is ticketed. If ticketed, approximately what is the ticket price? What is the total capacity of your event?

### **Physical Barriers**

Identifies any barriers to the event by those with less mobility. Does it include physical exertion to spectate or participate?

### **Previous event hosting funding**

The City strives to assist and empower local not-for-profit organizations seeking to deliver community events, and to do so in a sustainable manner. Organizations who received previous grant funding are scored based on the quality of delivered events, organizational strength, and previous grant interactions.

## **Part E – Event Information**

### **Project Budget**

Please provide a detailed budget that includes all expenditures and anticipated revenues. Be sure to include any anticipated grants from external parties (Provincial Gov't, Federal Gov't, etc.).

Contribution from Presenting Organization refers to any funds that your organization might be providing to the event itself.

The difference between your revenues and your expenditures should be reflected in your funding request. If possible, please indicate if there are specific items within your expenditures that the requested City funding would be applied to.

NOTE: If you require more space than is provided, please feel free to attach your completed event budget in the suggested format as that provided.