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CITY OF  
*Lethbridge*

## MAJOR COMMUNITY EVENT HOSTING POLICY

### PURPOSE

The Council of the City of Lethbridge has a broad mandate to provide good government, develop and maintain a safe and viable community, and to supply desirable and/or necessary services to the community. The City of Lethbridge has identified the need to provide a framework for support funding for hosting major provincial, interprovincial, national and international events which attract attention and bring Lethbridge recognition.

### PERSONS AFFECTED

City Council / Administration / Applicants

### POLICY STATEMENT

It is the policy of the City of Lethbridge to enhance the profile and visibility of Lethbridge, thereby contributing to the quality of life, by assisting with funding and in-kind services support to host major provincial, interprovincial, national and international events.

### GUIDING PRINCIPLES

The event must:

- a. Enhance the profile and visibility of Lethbridge
- b. Be open to the general public
- c. Attract spectators and/or participants from outside Lethbridge
- d. Engage with corporate community and/or other funding sources
- e. Be organized in conjunction with a local committee

### RESPONSIBILITIES

City Council to:

- Approve funding available for the grant
- Approve grant allocation(s)

Administration to:

- Review all applications for eligibility
- Coordinate the application, approval and reporting process
- Report to City Council on all applications received
- Report extraordinary grant applications to City Council
- Evaluate and review the grant program outcomes, reporting to City Council, prior to each four-year budget cycle

Applicants to:

- a. Complete the application and provide all requested information
- b. Submit a 'fundraising strategy' with the application

Successful Applicants to:

- a. File a financial accounting statement of event expenditures and revenues in accordance with the principle of full financial disclosure
- b. Report on the outcomes as described in the grant application
- c. File the reports in a and b above upon completion of the event or within 8 months of receiving the initial grant cheque
- d. Acknowledge the contribution of the City of Lethbridge in promotion/publicity of the event

**GENERAL CONSIDERATIONS**

1. Eligible events include: Major provincial, interprovincial, national and international events.
2. The applicant must:
  - a. 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.
  - b. Not have received assistance for the same purposes under any other program or policy of the City.
3. Only events that have an operational budget greater than \$100,000 will be considered for funding.
4. Assistance provided will be in the form of a grant or in-kind services or both.
5. Funds provided may be used for preparing bid proposals.

6. All requests for confidentiality made by the Applicant with regard to the request funding, the event or aspects of the event will be honoured to the extent possible within the City's obligations under privacy legislation and subject to the requirement for City Council to publicly approve any funding granted under this policy.
7. City Council must receive the application no later than two (2) months prior to the bid submission deadline.
8. City Council will not consider any request for funding from the Major Event Hosting Grant if the Applicant has already submitted an application or bid to host an event.

### **DEFINITIONS**

Extraordinary Grant Application – an application for an event that may not meet the general criteria for the grant, and/or requires significant funding.

### **REFERENCES**

- November 9, 2015: New Document (Major Community Event Hosting Policy)
- April 16, 2018 – Revisions include requirement for a fundraising strategy and application to be received 2 months prior to the bid submission deadline