

Category: Finance/Recreation

Subject: Municipal Special Events Grants Policy

Purpose

The purpose of the municipal special event grant program is to provide financial assistance for non-profit community-based organizations to offer meaningful events that contribute to the community's economic health and social vibrancy.

Scope

This policy applies to non-profit community-based organizations seeking municipal funding for special events held in the City of Penticton.

Policy Statement

The goal of this policy is to establish open and transparent guidelines for the evaluation and distribution of City of Penticton municipal grants for special events, respecting the City's limited financial resources available for this purpose.

Eligibility Criteria

To be eligible for special event grants from the City of Penticton, organizations must clearly demonstrate meeting the following criteria:

- The organization must be a registered non-profit society in good standing.
- Preference will be given to events that take place (in whole or in part) at City venues and facilities.
- Events should celebrate Penticton and reflect the vision of a vibrant, innovative, healthy waterfront city
- The proposed event(s) should be diverse, inclusive and create opportunities for community engagement.
- Additional funding sources must be identified.
- Host organizations that are forecasting a surplus from their event must explain the intended use of any surplus funds in the application.

Events and expenses that are ineligible for funding include:

- Professional events hosted by for-profit organizations (commercial, business and private).
- Public institutions including schools, churches, hospital/medical facilities, all levels of government and all affiliated bodies.
- Events designed solely or primarily as fundraisers for other organizations (including charities).
- Grants cannot be used for the internal operations of a non-profit organization (i.e. salaries, rent, office expenses), capital costs (i.e. equipment, facility or software purchases) not necessitated by the proposed event or for direct charitable donations for other organizations.

- Funding for recreational activities, league games and regional/local tournaments are not eligible for funding. Organizers of Provincial, National or International competitions may contact the Sport and Event Supervisor directly by emailing event.hosting@penticton.ca
- Retroactive events, expenses or accumulated deficits.

Eligible Expenses:

- Grants may be used for expenses related to hosting the event including (but not limited to): facility/venue rentals, marketing and communications, transportation and accommodations, officials and/or adjudicators, entertainment fees and equipment rentals.
- Eligible in-kind expenses include:
 - City Parks and Facility Rental costs (does not include SOEC/PTCC)
 - City equipment rentals (i.e. barricades, garbage/recycling cans, picnic tables, etc.)
 - City services (Parks, Public Works, Events Department staffing and support – does not include Fire, Police or Transit services)
 - **NOTE: Event organizers must consult with the Events Department to determine eligible in-kind requests and costs of services before submitting a grant application.**

Non-profit community organizations seeking municipal grants for the provision of programs and services (not including special events) can be made under the Municipal Grants Policy.

For-profit organizations (commercial, business and/or private) who would like to pursue a Partnership Agreement with the City of Penticton should contact the Sport and Event Supervisor directly by emailing event.hosting@penticton.ca. Applications for Partnership Agreements are available through the City’s grant software program.

Funding is limited; all organizations meeting the eligibility criteria may not be supported or receive the full requested amount. Council retains discretion to designate one-time or seed funding.

Longer-Term Funding Agreements (Two Year Pilot Program)

It is recognized that some community organizations are providing economic benefit and social vibrancy to the City by organizing community events, where a longer-term funding agreement may be more appropriate than an annual municipal special event grant.

A two (2) year pilot program will be in effect for the 2024 and 2025 grant years, where select events may enter into two (2) year funding agreements with City administration in lieu of annual municipal special event grant applications. At the conclusion of the pilot program, Council will evaluate the outcome and determine whether to proceed with a full implementation.

Evaluation

The City of Penticton recognizes that special events contribute significant value to the City and enhance the quality of life for the residents of Penticton by enhancing the vitality and vibrancy of the community. Applications for special event grants are evaluated separately from other municipal grant applications and with different evaluation and eligibility criteria.

The City determines in its evaluation whether organizations are eligible for annual funding. Organizations requesting assistance will be evaluated by the following criteria categories:

- Economic Value
 - o Marketing Reach (targeted reach of marketing efforts, brand affiliation or reputational benefit)
 - o Audience (number of out-of-town visitors, including participants and/or spectators, expected)
- Community Value

- Identified Need (i.e. demographic, time of year, unique event, etc.)
- Number of local participants, spectators and volunteers
- Community engagement strategies (i.e. marketing, diverse outreach, etc.)
- Event Strategy
 - Reflects City's Vision and/or Sport and Event Tourism Strategy
 - Event Calendar (appropriate timing, venue, and type of event – avoids duplication)
- Event Sustainability
 - Environmental, volunteer, and legacy plans
 - Local partnerships and community support
 - Plan for growth and/or financial independence
- Financial Need
 - Value of organization's contribution toward the event
 - Value of partnerships/sponsorships and alternate funding sources
 - Value of in-kind and/or cash services requested as percentage of total event cost
 - Evidence of financial need or explanation of any projected surplus

The City may use additional criteria or other considerations during the evaluation process. Council reserves the right to award or decline municipal grants at its discretion.

Funding Requirements

- Funding is contingent upon:
 - Organization remains in good standing
 - If the event is cancelled or modified, any unused funds shall be returned to the City
- Marketing requirements:
 - City of Penticton logo on all promotional material (logo suite available upon request)
 - Social Media and website recognition for the City of Penticton
 - Verbal recognition at event and all promotional events
 - Pre- and Post-Event mail-out to all participants with City promotional information
 - Prominent display of City banner, tent, or promotional signage during the event (provided by City upon request)
- Final Reporting
 - Completion of Final Report and financial statements (see 'How to Report' section)

Additional Assistance

Organizations must disclose in their application other forms of financial assistance they receive from the City, whether that assistance is in the form of cash, value in-kind, leases or licenses to use, maintenance, rent, tax exemptions or other forms. Organizations offering donations or other forms of financial assistance to partner organizations as a result of City-assisted events, programs or projects must provide a list of past or potential recipients as part of their application.

An award may be adjusted based on additional assistance when municipal grants are allocated.

Approvals

The application and reporting out forms must be submitted by the authorized representative of the organization acknowledging that the applicants have fully read and understand the policy conditions and agree to be bound by them and that the information included in the application or report is true and correct to the best of their knowledge and that all completed applications, reporting out forms, and correspondence must be completed in the City's grant software program.

Related Policies and Legislation

City Manager Grant Approval Policy CP#2023-08
Municipal Grants Policy CP#2023-06
Community Charter Section 25

Approval History			
Previous revisions/replaces: Municipal Special Events Grant Policy CP#2020-04			August 18, 2020
Approved by Council on:	June 20, 2023	Resolution No.:	244/2023

Certified Correct:



Paula McKinnon, Deputy Corporate Officer

Attachments:

- Attachment A: Policy Conditions
- Attachment B: Procedural Considerations

Attachment A: Policy Conditions

Policy Conditions

By submitting an application through the grant process, applicants are agreeing to the following conditions:

- 1) Certification that, to the best of the applicant's knowledge, the information provided in this application is accurate and complete and endorsed by the organization he or she represents. If the organization receives a municipal grant it acknowledges and agrees to the conditions set out in the policy and to any other conditions approved by Council.
- 2) Applications for municipal grants must be submitted on the fully completed standard grant application forms using the City's grant software. At the discretion of the City, partially completed applications may be delayed or declined. This includes but is not limited to formal financial statements. In all cases where the application form is not fully completed, the applicant can provide an explanation for the incomplete application and the Chief Financial Officer will adjudicate whether the application will be accepted.
- 3) Public notification for municipal grants commences at least three weeks prior to the application deadline. The application deadline for special event grants is September 30, or 4 pm on the last business day before September 30 of each calendar year and applications must be received by the deadline. The City reserves the right to change or extend the application deadline as required. Applications received after the deadline will not be considered.
- 4) Under paragraph 25(1) of the *Community Charter* assistance may not be granted by the City to an industrial, commercial or business undertaking except under a partnering agreement. **Applications for partnership agreements can be made from in the City's grant software program during the main intake period.**
- 5) The receipt of leases, licences to use, maintenance, permissive tax exemptions or rent may impact the amount an organization is eligible for in community grants. It is hereby understood that the organization has disclosed any lease, license to use, maintenance, permissive tax exemption or rent it or an affiliated organization has or is receiving from the City. Failure to disclose may result in disqualification of the applicant.
- 6) In the event that grant funds are not used for the project/program indicated in the application the organization hereby acknowledges that:
 - i) If all or part of the funds remains unspent, the funds must be returned to the City to the attention of the Grant Administrator.
 - ii) Subject to the next paragraph, if funds have been expended inappropriately or for a purpose other than the event indicated in the application, Council may at its discretion disqualify the organization from all subsequent lease, license to use, rent, tax exemption, cash or in-kind assistance from the City.

- 7) In the event the organization makes changes to the event indicated on the application for which the grant has been provided, written notification must be forwarded prior to the change to the City of Penticton to the attention of the Grant Administrator.
- 8) The organization must make, and continue to make, attempts to secure funding from other sources as indicated in the application.
- 9) The organization will keep financial records which meet generally accepted standards of good business practice. For the purpose of this policy, the determination of those standards will be wholly at the discretion of the City of Penticton or its auditors. The organization's financial records must be made available to the City or its auditors as may be requested from time to time. If, upon examination of the financial records, they are deemed inadequate the City may at its discretion:
 - i) Direct remedial action with respect to the financial record keeping;
 - ii) Deem the grant to be void and demand the funds be returned immediately to the City of Penticton to the attention of the Grant Administrator.
- 10)
 - i) Grant recipients must acknowledge funding support from the City of Penticton in all communications materials, media coverage, and verbal promotion pertaining to the event being supported by the grant. Evidence of acknowledgement must be included in the reporting out form.
 - ii) Grant recipients agree that all related communications materials, including signs, websites, posters, etc. will contain a visible and current City of Penticton logo. Current logo files are available through Communications & Engagement Department and must be used in accordance with the City's Visual Identity Standards manual. The City of Penticton logo should only be used in reference to the event supported by grant funding.
 - iii) If grant funding is supporting an event, the recipient agrees to obtain a loan of the City banner, tent, or promotional signage for prominent display during the event and to recognize support from the City of Penticton through verbal acknowledgement during the event.
 - iv) Grant recipients should tag the City of Penticton in website and social media posts (Facebook, Instagram, Twitter) in recognition of grant support.
 - v) For all promotion, communications and acknowledgement of the City, the primary contact with the City is the Communications & Engagement Department.
- 11) Notwithstanding the previous section, the event may not be represented as an event hosted by the City of Penticton, nor may the organization hold itself out as an agent of the City of Penticton in any way.
- 12) The City of Penticton reserves the right to use any information related to the organization and the grant assistance to the organization in its promotions and advertising. The use of any such information will be at the discretion of the City and may be done so upon notification to the organization by the City.
- 13) The organization will complete and submit a reporting out form no later than six weeks after the conclusion of the event. Organizations shall include a copy of externally prepared financial statements along with their reporting out form. If the event is not complete within six weeks of the deadline, the organization may before the deadline request an extension to the City of Penticton to the attention of the Grant Administrator.
- 14) Based on the results reported in the form, the City may at its discretion discontinue funding and any other assistance to the organization for any time period.

- 15) Advances of grant funds must be requested via the City's grant software program. **For greater certainty, cash grants will not be forwarded in the absence of a request by the organization that the funds be advanced or a reporting out form from prior years.** The City at its discretion may determine that funding will be forwarded by a series of two or more instalments.
- 16) With respect to value in-kind grants, where the value of facilities used by the organization exceeds the amount approved as the in-kind portion of the grant assistance, the organization hereby acknowledges that the City will invoice the organization for the difference and the organization is liable to pay the amount invoiced.
 - a. Eligible in-kind expenses include:
 - i) City Parks and Facility Rental costs (does not include SOEC/PTCC)
 - ii) City equipment rentals (barricades, garbage/recycling cans, picnic tables, etc.)
 - iii) City services (Parks, Public Works, Events Department staffing and support – does not include Fire, Police or Transit services)
 - iv) City fees (road closure permits, etc.)

In-kind grants are valued either at actual cost (labor) or the value as set out in the City's current Fees and Charges Bylaw.

- 17) In-Year Grant applicants are expected to apply during the annual intake for continued funding for subsequent grant requests. Applicants applying through the in-year intake for a second year may be delayed and referred to the main intake.
- 18) All documentation submitted to the City as part of the municipal grants process becomes the property of the City and will not be returned to the applicants and will be retained by the City at its discretion. The City acknowledges that information submitted may be proprietary to the applicants and is confidential. All submitted information shall be treated as confidential and retained securely as provided by legislation.
- 19) The City may at any time enter into an agreement with a qualified community foundation for the purpose of managing municipal grants on its behalf. Pursuant to any such agreement, this may be done for all or part of the funds the City has budgeted for grants as part of its annual budget for any particular year.
- 20) Where the value in-kind portion of a municipal grant includes facility or amenity, the City reserves the right at any time to substitute an appropriate alternative facility, amenity or dates at its sole discretion.

Attachment B: Procedural Considerations

How to Apply

The City will offer a main intake for all municipal grant applications (including special events) that will be approved through the financial plan deliberation process. An in-year intake with less available funding will also be available for any grants that were not submitted during the main intake. All grant requests through the main intake will be for the upcoming calendar year. All grant requests made during the in-year intake will be for the City's current budget calendar year. Grant requests for future years will not be considered in advance. All cash grants and in-kind grant requests over \$500 must be submitted through the formal grant application process. For in-kind grant requests under \$500, please email grants@penticton.ca.

Main Intake:

Eligible community groups must complete an application form and submit with all required documentation by the deadline of September 30. **Incomplete or late applications may not be considered by the City.** The City reserves the right to change or extend the application deadline as required. Applications and documentation can be submitted electronically using the City's grant software.

The City notifies the public as to the availability of municipal grants at least three weeks prior to the application deadline. Questions about the application process can be directed to the City of Penticton Grant Administrator at (250) 490-2423.

In-Year Intake:

In-year grant requests must be initiated by submitting an application online with all required documentation using the City's grant software, unless they are for in-kind requests less than \$500. In-year intake periods will be made available April and July of each year. **Incomplete applications may not be considered by the City.** Small in-kind requests may be approved by the City Manager consistent with City Manager Grant Approval Policy. All other requests will be approved by City Council. In-kind requests under \$500 can be sent to grants@penticton.ca detailing the organization making the request, what in-kind services are being requested and the dollar amount.

How to Report

The City requires all organizations receiving municipal special event grants to complete a reporting out form and submit with required documentation within six weeks of the completion of their event. If an event is not complete in time to meet the deadline, the organization must submit before the deadline a request for an extension to the attention of the City Grant Administrator. Reporting out forms are available through the City's grant software.

In order to be eligible for municipal grants in subsequent years or to receive funding from previously approved grants, all organizations are required to submit the reporting out form. Additional documentation can be submitted electronically to grants@penticton.ca or dropped off at:

City of Penticton
Attn: City Grant Administrator
171 Main Street

Penticton, BC V2A 5A9

The City will notify the public as to the reporting out process at least three weeks prior to the deadline. Questions about the reporting out process can be directed to the City of Penticton Grant Administrator at (250) 490-2423.