

CITY OF WHITEHORSE
COUNCIL POLICY



POLICY: FESTIVAL AND SPECIAL EVENT GRANT POLICY

Policy Number:	2016-02
Approved by:	Council
Effective date:	May, 2016
Next review due:	2021
Department:	Parks & Community Development/Legislative Services

PURPOSE To support the development of special community events and festival celebrations within The City of Whitehorse

AUTHORITY Council Resolution 2016-10-04 dated May 24, 2016

POLICY STATEMENT

The City of Whitehorse is committed to the development and support of special community events and festival celebrations in Whitehorse that provide vibrant and diverse community experiences for both residents and visitors.

This policy should be read in conjunction with the City's applicable bylaws, policies, procedures, and supporting references. This document replaces the Festivals and Special Events Grants Policy adopted by council resolution #2014-02-03.

SCOPE

The *Municipal Act* provides that a municipal council may by bylaw provide grants, gifts or loans of money or municipal property to any person, institution, association, group, government or body of any kind. This policy applies to any person, institution, association, group, government or body that is seeking to organize or establish a special community and festival celebration in the impact and program areas. The City has established a policy which offers grants and in-kind support to community groups and organizations for festivals and special community events.

DEFINITIONS

1. In this policy:

“CITY” means the municipality of the City of Whitehorse;

“COUNCIL” means the duly elected Council of the City of Whitehorse;

“FEES” means the fees assessed for the use of City facilities and parks in accordance with the Fees and Charges Bylaw as amended from time to time;

“FESTIVAL or SPECIAL EVENT” means a Whitehorse event that presents a multi-faceted program within a defined period of time (one day to one week in duration), using a budget that is separate from the regular operating budget of the hosting organization. Festivals must demonstrate broad community participation and an established audience, or a significant potential audience. Festival programs should offer participants a unique experience not duplicated by other on-going organizations and their declared activities.

“FINAL REPORT” means a report required to be submitted to the City of Whitehorse following the conclusion of the event that includes financial statements, summaries and statistics.

“SIGNATURE EVENT” means, in addition to a festival or special event as defined in this policy, an event that can be held annually and demonstrably is able to generate substantial direct impacts on the Whitehorse economy; attract a large contingent (Typically a *large contingent* implies that the nature, expected attendee level, duration or location challenges the normal response capacity of local first responders requiring special planning by one or more agencies to mitigate potential impacts on public health and safety) of out-of-town visitors and locals to the event; and includes the opportunity to leverage from the advanced media elements that support the potential to grow the event and promote Whitehorse as a choice destination.

ELIGIBLE

2. To be eligible
 - (1) The project must meet the definition of festival or special event or signature event as set out in this policy;
 - (2) Non-profit registered societies in good standing as per the *Societies Act*, or community organizations are eligible to apply for a festival or special event grant;
 - (3) Only applications for festivals or special events that take place within the City of Whitehorse shall be considered;
 - (4) Applications must be for activities and projects that are within the City’s mandate; and
 - (5) The applicant has not applied for or been in receipt of other City of Whitehorse grant funding for the same event.

NOT ELIGIBLE

3. Applications shall not be accepted:
 - (1) from any group or organization with an outstanding Final Report;
 - (2) from any group or organization that is overdue on money or obligations owed to the City of Whitehorse;

- (3) for festivals or events that seek to attract only a special interest audience. Normally a special interest audience would be limited to a group of members with a common interest in an event;
 - (4) for festivals or events that are organized or promoted as a for-profit commercial venture;
 - (5) for festivals or events that are organized by an individual or private enterprise;
 - (6) for conferences and/or meetings
 - (7) for retroactive funding for events that have already taken place; or
 - (8) for events that are billed as fund-raising events where fund raising is the intent. For the purposes of this policy, events offering the opportunity to purchase food, t-shirts or souvenirs are not considered fund-raising events.
4. Specific items not eligible for funding include:
- (1) capital costs
 - (2) staff wages or remuneration; and
 - (3) fees for City facilities or City parks.

APPLICATION ASSESSMENT CRITERIA

5. Applications may be eligible for annual or multi-year funding depending on availability of funding, and each application shall be assessed on a case-by-case basis.
6. Applications will be evaluated according to the following criteria:
 - (1) The event will be held within City limits
 - (2) Demonstration of registered not-for-profit society being in good standing
 - (3) Demonstration of community support relative to the event as measured by:
 - (a) The number of volunteers contributing to the event;
 - (b) A secured commitment from other funding sources (maximum of 50% from City);
 - (c) Involvement from other community partners and/or partnership development potential; and
 - (d) The number of audience participants anticipated.
 - (4) The uniqueness of the experience – that is, not duplicated by any other organizations and their on-going published activities;
 - (5) Broad community outreach – the event will reach out to a broad spectrum of the community. Consideration will also be given to accessibility and free events versus ticketed events and ticket prices

- (6) Clear, measurable objectives and benefits
- (7) Evidence of management and fiscal responsibility (proven track record in program delivery)
- (8) Consideration of environmental practices
- (9) Inclusion of a copy of the host society's Board minutes and a Board resolution detailing the society's full responsibility for the event revenue generation

ADDITIONAL CRITERIA FOR SIGNATURE EVENTS

7. Additional criteria to be considered for Signature Events include:
 - (1) Significant economic impact which show the difference between the input into the event and what the output was. For example, the number of visitors, the number of registered night stays at local hotels compared to the cost of event;
 - (2) Media impact and communications;
 - (3) Event frequency, for example, annually;
 - (4) Private sector support (financial or in-kind); and
 - (5) Significant prestige derived from the manner in which the event is viewed amongst citizens and it is mentioned in published tourism reports (Yukon Vacation or Yukon Visitor Tracking Program (Pathway Report), for example).

APPLICATION PROCEDURES

8. The completed application form, together with supporting documentation, must be delivered to Parks and Community Development at 4061 Fourth Avenue or by mail to:

Parks and Community Development
2121 Second Avenue
Whitehorse, Yukon Y1A 1C2
9. The deadline for receipt of a completed application is before 4:30 p.m. on August 31 annually;
10. Applications can be sent to the above address by registered mail post-marked August 31st;
11. Applications submitted by the August 31 deadline shall be for events scheduled between January and December in the following year:
12. Should August 31st occur on a non-business day, the deadline shall be prior to 4:30 p.m. on the next business day.

RESPONSIBILITY FOR THE ASSESSMENT OF APPLICATION

13. The application assessment review team will be drawn from the Parks and Community Development, Transportation, Transit, Bylaw and Financial Services Departments.
14. All applications will be reviewed for completeness, accuracy and compliance with this policy. Applications not complying with this policy will be deemed to be incomplete and will not be forwarded for review.
15. The application assessment team will meet to consider applications within three weeks following the application deadline. The in-kind fee schedule template will be completed at that time. Road closure requests will also be reviewed as part of this process. Other managers will participate if the request impacts their department.
16. The team will review and discuss each application and make recommendations to City Council for both funding and in-kind support.
17. Approved Signature Events that have submitted the required Final Report and accounting for City funding received for the event may be eligible for multi-year (three-year) funding depending on availability of resources. However, the organization or society responsible for these signature events will be required to submit their application and event plans annually prior to the intake deadline. A maximum of \$5,000 per year may be confirmed for multi-year commitments.
18. In the event that grant funds provided by the municipality are not used for the project or programs described in the application, or if there are misrepresentations in the application, the full amount of any such financial assistance may be payable forthwith to the municipality;
19. If the project or program proposed in a recipient's application is not commenced or not completed and municipal funds remain on hand, or the project or program is completed without requiring full use of municipal funds provided, or if Council directs that the funds be returned, such funds will be returned to the municipality within the year in which the grant were approved.

FINAL REPORT

20. A final report and financial statement must be submitted within 90 days of the conclusion of the event. The final report is an important part of the eligibility determination for future grant applications and is required.
21. Final reports shall include the following information:
 - (1) Project Summary
 - (a) Goals achieved and factors influencing outcomes
 - (b) Major variances in the intent contained in the original application
 - (2) Statistics
 - (a) Attendance figures
 - (b) Estimation of Demographics and origin of patrons

- (c) Number of volunteers
- (3) Budget
 - (a) Final accounting of event revenues and expenses
 - (b) How were the City's funds expended?
- (4) Media Exposure
 - (a) Representative samples of photos from event if available
 - (b) Media coverage (print, radio, TV)

RECOGNITION OF CITY SUPPORT

22. The City of Whitehorse must receive recognition for funding and/or in-kind support received under the Festival and Special Event Policy. This includes having the City logo on all printed material, advertisements and displays, as well as verbal acknowledgement, where applicable.

◆ *May 2016*

SUPPORTING REFERENCES

Related Council policies and bylaws, and other applicable Acts and Regulations, including:

City of Whitehorse Zoning Bylaw 2012-20
City of Whitehorse Fees and Charges Bylaw
City of Whitehorse Lease, Encroachment and Property Use Policy
Use of City Parks and Paved Trails Policy
City of Whitehorse City Grant Making Policy
City of Whitehorse Recreation Grant Policy
Canadian Code of Advertising Standards
Public Health and Safety Act (RSY 2002, c.176) and amendments

Please note that some of the items below may not be publicly available. Contact Department of Parks and Community Services for additional applicable legislation.

HISTORY OF AMENDMENTS

<u>Date of Council Decision</u>	<u>Reference (Resolution #)</u>	<u>Description</u>
August 11, 2008	2008-17-13	Initial grant policy adopted
January 31, 2011	2011-02-03	Policy revised
January 27, 2014	2014-02-03	Policy revised
May 24, 2016	2016-10-04	Policy revised