



## TOURISM HOSTING GRANT

Criteria and guidelines

### PURPOSE

The City of Fort Saskatchewan Tourism Hosting Grant provides funding to local non-profit organizations to host sanctioned events brought into the city that will demonstrate economic benefits through increased tourism and profile the city at an international, national or provincial level. These events should encourage cultural, recreational, artistic or social development in the city and are a value to the citizens of Fort Saskatchewan.

Qualifying events will take place within a 12 month period from awarded date and have an impact upon city facilities and business (physical, economic spinoff) for a minimum period of 24 hours. This will include hotel stays, restaurant meals, the event itself, post event celebrations, etc. A final report is required with original applicable receipts within 90 days of the event completion. This grant is for sanctioned one-time events and will not form part of ongoing operation or capital budgets. Awarded grants will have a news release and be published on the City's website at least once in the calendar year.

***Event:** defined as a sanctioned tournament, competition or authorized by a governing body for hosting that the local non-profit organization had to bid on.*

### ***Example of event schedule***

Day 1	Day 2
Athletes and coaches arrive	Competition day
Possible spectators arriving	Spectators watch
	Tournament banquet

### SUBMISSIONS

Completed grant and support materials can be delivered to:

Recreation Development Coordinator  
City Hall  
10005 102 Street  
Fort Saskatchewan, AB, T8L 2C5  
sgagnon@fortsask.ca  
780.992.6210

### APPLICATION CHECK LIST

Review Tourism Hosting Grant criteria

Complete

1. Application
2. Project Proposal (Appendix A)
3. Project Budget (Appendix B)

Save a copy of application for your files

Submit application

Final report requirements (Appendix C)

## TOURISM HOSTING GRANTS CRITERIA

### I. APPLICATION TIMELINE

Deadlines to submit applications are as follows:

- Three (3) months prior to event start date.
- Emergent requests will be reviewed on an individual basis

Only applications that are fully completed (including support material where applicable) will be accepted.

### II. GRANT AMOUNT

- Funding requests will be considered by the Grant Committee for each eligible non-profit organization.
- The Grant Committee will review applications and award amount deemed appropriate, not normally exceeding \$5,000. In extenuating circumstances, the Grant Committee may vary from this amount.
- For a collaborative event, only one application will be considered.

### III. APPLICATION PROCEDURES

All applicants must submit:

1. Completed Tourism Hosting Grant application:
  - a. Application signed by two people, the person completing the application on behalf of the organization and the Board President or Chair
  - b. Save a copy of the completed application form and Tourism Hosting Grant guidelines and final report documents for your records
2. All necessary attachments as included in the grant application:
  - a. Project proposal
  - b. Budget
3. Final Report submitted (within 90 days of event completion)

### IV. ELIGIBILITY CRITERIA

Organizations applying for a Tourism Hosting Grant must meet the following eligibility criteria:

1. Applicant group is a local non-profit organizations based in the City of Fort Saskatchewan with a society number and be in continuous operation for at least one complete year.
2. Applicant has completed a bid form to host intended event.
3. Event to occur within the City of Fort Saskatchewan municipal boundaries and have a value to the citizens of Fort Saskatchewan
4. Applicant that is not a registered society (but have been in continuous operation for at least one complete year) may apply in partnership with an incorporated non-profit local group that is willing to act as a sponsor organization. In such cases, the applicant must include a letter of commitment from the sponsor organization, outlining terms and conditions of the partnership and indicating that the sponsor has reviewed the completed application form and signed by authorized officers of the sponsor organization.
5. The proposed event brought into the city must be sanctioned and recognized an international, national or provincial level.
6. The applicant must demonstrate clear measurable means of tourism (economic) benefits for the city. (Example: Participants are non-residents and residents, duration of the event requires use of hotel and restaurants).
7. Eligible local non-profit groups have an organizational focus in the arts, culture, heritage, recreation or community services.
8. Applicant demonstrates that they have engaged and qualified staff, volunteers and/or contractors to host the one-time event and that the proposed activities support the mandate and mission of their organization.

9. Organizations that have received other funding from the City in the same calendar year, must demonstrate that the proposed hosting of the one-time event is different from the other project or activity which funds were received.
10. Applicant demonstrates that their organization has the financial means (through registration and fundraising) to host the one-time event as the Tourism Hosting grant is intended to only assist and not be the sole source of revenue.
11. Organizations must be in good standing from receiving a past Tourism Hosting Grant award (completed final report within 90 days of event).
12. Tourism Grant Committee reserves the option to accept an application that does not meet the criteria but will enhance the City of Fort Saskatchewan's profile at the provincial, national or international level OR, brings an enhanced value to the citizens of Fort Saskatchewan.

**V. USE OF GRANT FUNDS**

- a. Programming:
  - Venue and equipment rental, display
- b. Fees for officials, referees, adjudicators
  - Travel and Accommodation
    - Transportation costs to and from the competition
    - Local transportation costs while at the competition; and
    - Accommodation and meal costs during the period of competition, excluding liquor
    - Must be approved by governing body and submitted with original receipt
- c. Awards for participants
  - Such as trophies, plaques and ribbons. Such awards must be earned by achievement and not granted for volunteer appreciation (grant proceeds for cash or merchandise prizes or any other prize of value is prohibited)
- d. Publicity and marketing:
  - advertising and promotional expenses

**VI. FUNDS CANNOT BE USED FOR**

- a. Organizational operating costs or deficit management
- b. Capital improvements or expenditures (e.g. structural costs or renovations, and equipment)
- c. Events that support definable political viewpoints and/or seek to attract only a special interest audience or to recruit new members
- d. Events whose main purpose is for fundraising
- e. Purposes of assisting an industrial, commercial or business undertaking
- f. Supporting individuals
- g. Retroactive events

**VII. REVIEW PROCESS AND PAYMENT**

1. Applications are received by the City of Fort Saskatchewan Recreation Development Coordinator to ensure they are complete and accurate.
2. Applications that meet the purpose and criteria will be considered by the Grant Committee for review and decision.
3. The Grant Committee's decision is final.
4. All applicants will be notified of the decision by the Recreation Development Coordinator in a written letter.
5. Applicants that are successful through the process will receive a cheque following notification of grant approval.

**VIII. CONDITIONS OF FUNDING**

1. Successful applicants must appropriately acknowledge the support of City of Fort Saskatchewan in all print and publicity material for the event they are hosting (e.g. literature, banners and on-site signs). The City

of Fort Saskatchewan will provide grant recipients with an acknowledgement statement and access to the appropriate materials including logos.

2. Funds must be used for the purpose for which they were requested.
3. No grant application will be considered from organizations that have received funding in the past but did not submit a final report.
4. If the event does not occur, the applicant must notify the City within 5 business days and return all unused funds to the City of Fort Saskatchewan.

**IX. NOTIFICATION**

Applicants will be notified by letter within 14 days after the committee reviews the application.

**X. FINAL REPORTING**

A final report (Appendix C) must be submitted with appropriate expenditure receipts by all grant recipients upon completion of the event. This report is due no later than 90 days after the event occurs.

Read the Tourism Hosting Grant guidelines before beginning this application form.  
Respond to all questions and attach additional pages as required.

**APPLICANT DETAILS**

Name of Registered Non-Profit Society or Group: \_\_\_\_\_

Name for Cheque Issue (if different from above): \_\_\_\_\_

Society Number: \_\_\_\_\_ Charity Number: \_\_\_\_\_

\_\_\_\_\_  
Mailing Address City Prov. Postal Code

Organization Contact Name: \_\_\_\_\_

Position with Organization: \_\_\_\_\_

Main Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_ (print clear)

Website (if applicable): \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_

Position with Organization: \_\_\_\_\_

Main Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_ (print clear)

**PROJECT SUMMARY**

Name of event you are hosting and requesting funding for: \_\_\_\_\_

Type of event:  arts  culture  heritage  recreation  community services.

Level of event:  International  National  Provincial

Name of bid application form that awarded organization to host this event: \_\_\_\_\_

Event Summary (a detailed description of the special event is to be provided as an attachment):

Community Grant Amount Requested: \$ \_\_\_\_\_ (up to maximum of \$5,000.00)

Event Date(s): From \_\_\_\_\_ to \_\_\_\_\_

Event Location: \_\_\_\_\_

Event Time(s): \_\_\_\_\_

Has applicant Organization received any type of funding from the City of Fort Saskatchewan within the application year? (If yes, what type?) \_\_\_\_\_

Are you making this application as a sponsor for another group or organization? \_\_\_yes \_\_\_no

If yes, provide the following information about this group or organization:

Name of Organization: \_\_\_\_\_

\_\_\_\_\_

Mailing Address

City

Prov.

Postal Code

Position with Organization: \_\_\_\_\_

Main Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_ (print clear)

**XI. PROJECT PROPOSAL**

Attach a description of the project touching on the following key points (maximum 4 pages):

1. Where was this event held last year?
2. Why is funding needed?
3. Who is your target audience, and predicted attendance for event?
4. Have you formed any partnerships for this event?
5. Outline the goals to be achieved through this event.
6. Provide a project plan for the event and information about your organization's ability to carry out and complete the event.
7. What are the criteria you will use to evaluate your event's results and how will you measure success?
8. Indicate event level (International, National, Provincial)

**XII. PROJECT BUDGET**

Attach a budget that lists all revenue and expenses related to the proposed event. Refer to the Budget Guidelines (Appendix B) for an example of budget reporting.

## Budget Reporting

### **Example of an Event Budget**

An actual event budget to be more detailed with receipts for back-up

Description of INCOME / EXPENSE	Details of INCOME / EXPENSE	Example INCOME	Example EXPENSES
Event admission	Tickets for event	\$500	
Fundraising for event	Bottle Drive, 50/50 tickets	\$350	
Sponsorship	Company X	\$100	
Site rental fee	Venue		\$200
Permit(s) / license	City permit		\$50
Rental (tables, chairs, benches)	Table and Chairs		\$200
Tents (delivery, set up)			\$50
Food / catering			\$250
Beverages			
Equipment (food equipment)			
Linen, glasses, utensils, plate			
Health permits			
Audio equipment	Sound system rental		\$100
Generator / extension cords			
Signage	Sandwich boards		\$50
Marketing / communications	Papers / radio		\$500
Brochures, tickets, posters	Design and printing fee		\$200
Decorations			
Restrooms / port-o-potties	Rental		\$200
Garbage receptacles			
Cleanup crew			
Security	Local company		\$300
Insurance	General Liability		\$250
Thank you cards			
Other			
Totals		\$950.00	\$2,350.00

Difference **-\$1400.00**

Please indicate how this event will be funded (income) and what will occur to the event if the Grant is not awarded?

\*\* Keep all receipts for back-up

## Final Reporting

*A final report is to be submitted by all grant recipients upon completion of the event, due no later than 90 days after the event occurs.*

Report to include:

- Event name, location, date, time
- Purpose of event
- Number of volunteers for this event, roles they were involved with and number of hours
- Audience reach, attendance counted, number of participants and number of spectators
- Free event or tickets sold
- How did this Tourism Hosting grant funding help the event?
- Was this event in partnership with other community organizations?
- What would you change in order to improve the event?
- How did you publicly acknowledge the City of Fort Saskatchewan's support for your event?
- How did this event promote the City of Fort Saskatchewan?
- Describe any media coverage received, and attach samples where available
- Provide photographs of the event (these photos may be used in reports and publications produced by the City of Fort Saskatchewan)
- Provide proof of receipts of expenses

*Resubmit your proposed budget with a final column outlining actual revenue and expenses.*

*If any in-kind support was received please outline the value of the in-kind contributions (goods or services), and attach a list of these contributions.*