

# Active Living & Culture Grants Event Hosting Program Guidelines

Open Intake – Applications will be accepted year-round and reviewed two (2) times per year:

March & September (pending available funds)

These guidelines have been revised for 2020 – previous versions no longer apply.

If you have questions after reviewing these guidelines, you can obtain more information from Sport & Event Services staff. Please contact staff well in advance of application submission:

**Chris Babcock**, Event Development Supervisor

Phone: 250-469-8780

Email: [cbabcock@kelowna.ca](mailto:cbabcock@kelowna.ca)

**Brad Duquette**, Sport Development Coordinator

Phone: 250-469-8696

Email: [bduquette@kelowna.ca](mailto:bduquette@kelowna.ca)

Event Hosting Program  
Active Living & Culture Division  
1800 Parkinson Way  
Kelowna, BC, V1Y 4P9

**CITY OF KELOWNA ACTIVE LIVING & CULTURE DIVISION****CORE PRINCIPLES:**

The City of Kelowna's Active Living & Culture Division administers a number of grant programs and services for the community which:

- encourage active healthy lifestyles
- build strong neighbourhoods
- nurture lifelong participation in sport
- enhance cultural vibrancy
- facilitate development of events
- enhance social sustainability
- support effective management and operation of sport, recreation and cultural facilities

Organizations seeking funding support from the City of Kelowna through any of the grant programs administered by the Active Living & Culture Division should be aware of and aligned with one or more these core principles.

**VALUES:**

Any organization supported by the City of Kelowna will commit to the following values:

- accessibility, diversity and inclusion: the organization will not unreasonably exclude anyone by reason of religion, ethnicity, gender, age, sexual orientation, language, income
- accountability and fiscal responsibility: using resources effectively and efficiently
- innovation: being leaders in finding new solutions
- optimizing value: generating more value and impact from existing resources
- partnerships and collaboration: working with others to leverage energy, talent and resources

Event Hosting Program grants are one of many grant programs provided by the City of Kelowna. Information about other grant opportunities is available on the City's website: [kelowna.ca/grants](https://kelowna.ca/grants)

## 1.0 EVENT HOSTING PROGRAM DESCRIPTION AND OBJECTIVES

### 1.1 *Description and Objectives:*

Events enhance the quality of life in Kelowna and are an essential element in creating a prosperous, vibrant community. Kelowna has a long history of hosting a variety of events, and supporting their continued growth, success and sustainability. By recognizing the benefits that events bring to the community and the associated costs to organizers in hosting, the City of Kelowna has established the Event Hosting Program.

The intent of the Event Hosting Program is to recognize and support events that reflect Kelowna's principles and values, and enrich the community. This program will contribute to an events' health and sustainability so they can remain an integral part of our vibrant community. The Event Hosting Program is application-based and consists of three categories; each having their own set of objectives and criteria, as described below. For each category, grants are available to offset event-related expenses, including: facilities, equipment, emergency services and bid fees.

**Category A** events are significant in size and scope, include a festival component, and require ancillary services that will have an impact on the public domain (i.e. road closures). These events can be cultural, sport-based, and/or community-focused.

**Category B** events are sport-focused and must be at a championship level and sanctioned by a recognized governing body. These events will have a significant, positive impact on the community and contribute to lasting legacies in community sport.

**Category C** events are sport-focused and targeted to the 55+ age demographic. As a legacy of the 2019 Kelowna 55+ BC Games, category C events will provide community-based 55+ sport tournaments that support Kelowna's sport for life mandate and contribute to an "active for life" community.

### 1.2 *Eligibility:*

To participate in this program, the following event criteria must be met:

#### Category A

- Be annual or recurring in nature, minimum 3 years
- Take place outdoors on City of Kelowna property
- Incur at least \$1,000.00 in City-related expenses and/or \$10,000.00 in eligible event expenses
- Have 2 or more event components (ie. parade, cultural performances, food & beverage services)
- Be accessible to the general public (with or without gated admission)
- Applicant must be an incorporated non-profit society, active for at least one full year prior to application, or a commercial business, in good standing with their appropriate accrediting body

#### Category B

- Be a Championship-level sport tournament/event (Regional, Provincial, Western Canadian, National, or World)
  - Note: invitational or exhibition tournaments/events of a 'high caliber' may be considered
- Be officially sanctioned by a recognized provincial and/or national governing body
- Take place within Kelowna or the majority of services for the event and its participants are provided in Kelowna

- Be accessible to the general public (with or without gated admission)
- Applicant must be a local non-profit sport organization, or a commercial enterprise that co-applies (partners) with a local non-profit sport organization

#### Category C

- Be a stand-alone 55+ tournament/event or have a 55+ category within a broader tournament/event
- Take place within Kelowna or the majority of services for the event and its participants are provided in Kelowna
- Be accessible to the general public
- Applicant must be a local non-profit sport organization, or a commercial enterprise that co-applies (partners) with a local non-profit sport organization

While recognizing that events occur throughout the calendar year, preference may be given to events that:

- Occur throughout the shoulder season (October – May)
- Occur mid-week (Monday – Thursday)
- Take place over multiple days
- Attract spectators/participants from out-of-town

Events not eligible for the Event Hosting Program include:

- Events where participation is based on fundraising pledges
- Events which are publicly funded or focused on politics, education, religion, advocacy, or commercial activity (i.e. tradeshow)
- Events of a conference, annual general meeting, or professional development nature
- Events / Organizations which have outstanding indebtedness to the City of Kelowna or which have not fulfilled reporting requirements for any previous grants from the City of Kelowna.
- Events which are already receiving financial or in-kind support from other City of Kelowna sources
  - Note: Exception to this clause would be for those events that qualify for 'Category C'

#### **1.5 Eligible activities and expenses:**

Grant funds will be distributed after the event and may be used to offset event-related expenses, including:

- Facility rental fees and other City-related costs (ie. park rental, street sweeping, utility locates, road closures, bylaw, permits)
- Event logistics (ie. fencing, portable washrooms, traffic personnel)
- Emergency services (ie. RCMP, BCEHS, Fire Department)
- Expenses related to bid preparation and presentation, printing of bid document, or bid fees
- Equipment fees
- Event marketing and advertising

### **1.6 Ineligible activities and expenses:**

Grant funds may not be used for the following:

- Organization's start-up costs or ongoing operating or administration expenses
- Retroactive funding for events which have already occurred
- Costs of food or beverage
- Capital contributions or infrastructure costs
- Deficit reduction
- Bursaries, scholarships, prizes, etc.
- Activities focused on politics, education, religion, or advocacy
- Membership fees

### **2.0 APPLICATION PROCESS**

Events/Organizations considering submission of an application are encouraged to review the grant guidelines and contact Sport & Event Services staff to discuss eligibility for this program or to obtain more information. Completed application forms (including signatures) can be submitted year-round by mail, email or in person. Please send applications to:

Event Hosting Program  
Attn: Chris Babcock  
City of Kelowna Active Living and Culture  
1800 Parkinson Way  
Kelowna, BC V1Y 4P9  
[cbabcock@kelowna.ca](mailto:cbabcock@kelowna.ca)

Please note: Submission of an application does not guarantee funding. Obtaining a grant is a competitive process and demand often exceeds available resources.

### **3.0 ASSESSMENT CRITERIA**

#### Category A

For Category A events, in addition to the eligibility requirements, event applications are evaluated with the assessment criteria. Funding levels will be based on event costs, up to 75 percent of eligible event expenses incurred to a maximum \$5,000.

#### Category B

For Category B events, funding levels will be based on the level and size of the event, and will adhere to the following guidelines:

- Regional Championships: \$5/participant (athlete/coach) up to \$1,000
- Provincial Championships: \$10/participant up to \$2,000
- Western Canadian Championships: \$20/participant up to \$3,000
- National Championships: \$25/participant up to \$4,000
- World Championships: evaluated on its own merit (up to \$5,000)

### Category C

For Category C events, funding levels will be based on the type (stand-alone/add-on) and size of the event, and will adhere to the following guidelines:

- Stand-alone events: \$25/participant up to \$2,500
- Add-on category: \$10/participant up to \$1,000

Note: Category C funds may be accessed up to 2 times per year per organization/sport

## **4.0 ASSESSMENT OF APPLICATIONS**

### **4.1 *Review:***

Applications in this program are evaluated through City staff review, which enables a streamlined and expedited process. Review of applications received will take place two (2) times per year (March and September) and applicants will be notified by email within 30 days of the review. All decisions are final.

### **4.2 *Post-Event Report:***

If the applicant is successful, they will need to complete and submit the Post-Event Report within 30 days of completion of the event. Approved grants funds will be distributed once this report, and supporting documentation, has been received.

### **4.3 *Fund Distribution:***

Upon receipt of the Post-Event Report, a cheque requisition will be processed and funds provided to the applicant. If funds are required in advance, City staff will develop an appropriate payment schedule with the event organizer.

### **4.4 *Acknowledgements:***

Event organizers will be required to acknowledge the support of the City of Kelowna in all print and publicity material (i.e. literature, banners, programs, onsite signs) for the event. The City of Kelowna will provide acknowledgement statements and logos as required.

## **5.0 CONFIDENTIALITY**

All documents submitted by applicants to the City become the property of the City. The City will make every effort to maintain the confidentiality of each application and the information contained therein except to the extent necessary to communicate information to staff and assessors for the purposes of evaluation, administration and analysis. General information about the project, including the funded amount and the organization being funded under the program may also be released. The City will not release any additional information to the public except as required under the Province of British Columbia *Freedom of Information and Protection of Privacy Act* or other legal disclosure process.