

Active Living & Culture Grants

Major Events Program Guidelines

Tier 1: Contact staff for more information.

Tier 2: Open intake. Applications can be submitted at any time.

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 Active Living & Culture staff. Please contact staff well in advance of application submission:

Chris Babcock, Event Development Supervisor

Phone: 250-469-8780

Email: cbabcock@kelowna.ca

Major Events Program
Active Living & Culture Division
1800 Parkinson Way
Kelowna, BC, V1Y 4P9
kelowna.ca

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

Major Events 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

1.0 MAJOR EVENTS PROGRAM DESCRIPTION AND OBJECTIVES

1.1 *Description and Objectives:*

Kelowna is an ideal destination for hosting major, significant events due to its location, setting, amenities, international airport, and more. Events bring a unique opportunity for the public to share and enjoy special experiences, resulting in significant community development and economic spinoffs that otherwise would not be realized.

The intent of the Major Events Program is to foster event development and assist in the procurement of new large-scale participant-based or spectator events through components such as; identification, bid/hosting fees, creation of bid packages, and leverage to obtain additional funding.

Procuring these events is often a strategic, competitive process that is accompanied by a sizeable bid/hosting fee. This program allows staff to be proactive in seeking events that are a good fit for Kelowna and gives staff the ability to be flexible and creative in their approach to acquire major events while providing the public and event organizers with a sense of confidence in the City's commitment to event development.

The Major Events Program is designed to encourage a dynamic, high quality event culture in Kelowna and will be measured by the following areas:

- Economic Development
- Community Support
- Event Development & Balance
- Community Profile
- Community Values & Legacies

The Major Events Program consists of two tiers:

Tier 1

Tier 1 events are large-scale, one-time major events, that provide a unique opportunity and significant benefits to the community, and may require a competitive bid process. These events do not go through an application process but rather are identified through a strategic planning process and approved by Council.

Tier 2

Tier 2 events are smaller-in-scale, significant events that provide a unique opportunity to the community. These events can be one-time or recurring (up to 3 years) and may require a competitive bid process. Funds to aid in the procurement of Tier 2 events will be accessed through an application process.

1.2 Eligibility:

To be eligible for this program, the event must meet the following:

Tier 1

- Be a one-time, new and unique event to Kelowna (not within the last five (5) years)
 - Consideration may be given to potential multi-year events.
- 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)
- Have a significant number of participants and/or spectators (greater than 2500)
- Have an estimated local economic impact of >\$1M

Tier 2

- Be a one-time or recurring (up to 3 years) and unique event to Kelowna
- Take place within Kelowna or the majority of services for the event and its participants are provided in Kelowna
- Have significant number of participants and/or spectators (greater than 1000)

Events not eligible for the Major Events 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. tradeshows)
- 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

1.3 Eligible activities and expenses:

Grant funds are to be used for:

- Bid/hosting fees
- Bid preparation, bid documents and other related bid costs
- To leverage additional/matching funding from other sources; public or private sector
- Activities or expenses related to the procurement of significant events
- Operating expenses related to the event

1.4 Ineligible activities and expenses are:

Grant funds are not to be used for:

- Organization's start-up costs or ongoing operating or administration expenses
- Retroactive funding for events which have already occurred
- Deficit reduction

2.0 APPLICATION PROCESS

Tier 1

Tier 1 events do not go through an application process but rather are identified through a strategic planning process. Event opportunities will be identified through staff, stakeholders, community members, or otherwise. Events that may be a good fit will be researched and reviewed further by City staff and community stakeholders. Based on the review, targeted events will be pursued and procured. Any event that will require more than \$25k will be subject to Council approval. All inquiries and potential opportunities should be directed to City staff.

Tier 2

Tier 2 funding opportunities are application-based. Events / Organizations considering submission of an application are encouraged to review the grant guidelines and contact City staff to discuss eligibility for this program or to obtain more information. Completed application forms (including signatures) can be submitted at any time; however, will be subject to bid deadlines, resources, or other requirements which may be outlined for hosting a specific event.

Completed applications should be submitted to:

2019 Major Events Program
Attn: Chris Babcock, Event Development Supervisor
City of Kelowna Active Living and Culture
1800 Parkinson Way
Kelowna, BC V1Y 4P9
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

In addition to the eligibility requirements, both Tier 1 and Tier 2 events will be evaluated with the assessment criteria outlined in Schedule 1 on the ability to demonstrate the following:

- Be aligned with City objectives, priorities and values
- Be accessible to the general public (with or without gated admission)
- Generate significant economic activity
- Has sufficient community support
- Provide positive exposure for Kelowna

Tier 1

Funding levels for Tier 1 events are strategically allocated on an event-by-event basis in accordance with assessment criteria, available funds, bid/hosting fee requirements, and contribution from other sources. For further information on funding for Tier 1 events please contact City staff.

Tier 2

Funding levels for Tier 2 events are based on the assessment criteria in accordance with assessment criteria, available funds, bid/hosting fee requirements, and contribution from other sources. The maximum allocation for Tier 2 events is \$10K.

4.0 ASSESSMENT OF APPLICATIONS

4.1 *Review:*

Tier 1

For Tier 1 events, City staff will conduct a thorough review to analyze opportunity, understand impact and determine feasibility. If circumstances warrant, staff will call upon relevant stakeholders, experienced sector/discipline experts, or funding agencies to seek input and/or align resources. In addition, staff may attend a preceding event or similar event to gain first-hand knowledge of the associated activities.

Upon completion of review and if event is found to meet criteria, staff will authorize the funding amount and proceed with preparing a bid and/or procuring an event as dictated by the event's application process. If funding amount is greater than \$25k Council approval will need to be obtained before moving forward with any aspects of the bid or procurement of the event.

Tier 2

For Tier 2 events, applications are evaluated through City staff review, which enables a streamlined and expedited process. Review will take place within 30 days of a completed application.

4.2 *Notification:*

Tier 1

Tier 1 events are strategically identified and/or procured, therefore no official application or notification process is required.

Tier 2

For Tier 2 events, applicants will receive an email notification of evaluation results within 30 days of a completed application. Successful applicants will receive confirmation detailing any terms and conditions, feedback or follow up items, upon completion of the review.

4.3 *Post-Event Report:*

Tier 1

If successful in the procurement of a Tier 1 event, City staff will provide a detailed report to Council outlining event outcomes such as: Economic Impact, Community Support, Event Development & Balance, Community Profile, and Community Values & Legacies. Event organizers should be prepared to share data such as ticket sales, generated room nights, demographics, or other related event details.

Tier 2

If successful in the procurement of a Tier 2 event, the event organizer will be required to complete and submit the Post-Event Report (attached as Schedule 2 to these Guidelines) within 30 days of completion of the event.

4.4 Fund Distribution:

Funding requirements for both Tier 1 and Tier 2 events can vary depending on event hosting guidelines, pre-determined payment schedules or negotiations. For each unique case, staff will agree to an appropriate payment schedule with the event organizer. Furthermore, before committing any funds, staff will ensure any required deposits are refundable in the occurrence the City is unsuccessful in the procurement of the bid.

4.5 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, signage, etc.) 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.