

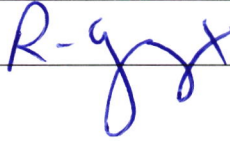


City of Leduc Policy

Policy Title: Sport Tourism Grant Policy

Policy No: 11.00:32

Supersedes: New
Revision #: N/A

Council Authority
Approval Date: May 9, 2022
Effective Date: May 9, 2022
Relevant Legislation:
Relevant Council Date of Resolution(s):
Relevant Bylaw and Date(s):
Authority's Signature: 

Purpose:

To provide guidelines for awarding Sport Tourism grants.

Definitions:

1. "Applicant" means a non-profit organization, organization or individual applying for a grant pursuant to this policy.
2. "Policy" means this City policy together with all attachments hereto as amended from this time

Policy:

The City of Leduc May Provide:

1. Limited assistance to organizations whose eligible sport events result in benefits to Leduc; however, an applicant whose event is already financially viable without a grant may not be recommended for a grant.
2. Limited financial assistance to non-profit organizations hosting provincial, national or international recreational or sport events in Leduc.

Provide Support for Hosting Sport Tourism Events

The City of Leduc values the economic, social, sport, community image and environmental impacts sporting events have on the community. The funding

committed through the Sport Tourism Grant supports events that contribute to the local economy, encourage sport development and community engagement. The grant provides a stimulus and seed money to assist with bids, hosting and marketing of qualifying sporting events.

General Eligibility Criteria

1. Applicants must be in good standing and must not be in arrears with the City of Leduc.
 - Applications will not be considered from organizations that have received funds in the past and failed to fulfill requirements of the sport tourism development grant program, such as submitting a final report.
2. The organization has not received another City of Leduc Municipal Grant during the same calendar year.
3. The applicant shall demonstrate initiative and success in generating diverse sources of revenue.
4. Applicants may apply annually for the sport tourism development grant although;
 - Funding may be provided to an event for a maximum of three (3) consecutive years.
 - Organizations may continue to apply after the initial three (3) year period is complete however, preference for funding will be allocated to
 - new sporting events,
 - those demonstrating growth events that are increasing the economic, social/cultural and sustainability impacts or
 - events experiencing financial difficulty.
5. Applications must be received no less than two (2) months prior to the scheduled event date. Retroactive grants will not be awarded.
6. Major events such as national or international level events with city wide impacts may require a longer processing time and must be submitted at least 18 months prior to the event to ensure funding requests can be presented to Council and approved as part of the annual City budget process.
7. Not-for-profit, non-profit, for profit and rights holder organizations are eligible to apply

Eligible Events

1. A sporting event that takes place over two (2) or more days
 - Exceptions for one (1) day events may be made if the event criteria meet one (1) of the following:

- Generate a significant economic impact of over \$250,000
 - Over 1,000 participants
 - A new or developing sport with the intention to grow into a multi-day event, to build hosting capacity or to host a larger event in the future
2. Drives hotel room nights in the City of Leduc, Leduc County or the Edmonton International Airport
 3. Eligible events include
 - Sport meetings and annual general meetings (AGM)
 - Sport related training, camps and conferences
 - Sport festivals including fun runs, marathons, boating festivals or sport memorabilia shows
 - Development Sport – A sport that is new to Leduc, an event that is growing in recognition, and/or a local sport organization that is new to hosting and is working to build capacity towards hosting higher profile events in the future
 - Niche/Non-traditional or emerging sport – A sport without a formal governing body or structure. These are sports other than the mainstream sports. Examples include action sports such as inline skating, skate boarding, e-sports, timber sports, etc.
 - Regional, provincial, western, national or international sport events
 - Major events and multi-sport games
 4. The event must be held in the City of Leduc.
 5. An event held outside the City of Leduc will only be considered if no facilities are available to host the event in Leduc and if the organization can demonstrate the majority of services are being provided by Leduc businesses.

Evaluation Guidelines

Each event will be evaluated using the Event Funding Model and Funding Allocation documents.

Appeals

Eligible appeals may be made within 45 days of receiving notification of the grant application decision.

PROCEDURE

Procedure Title: Sport Tourism Grants

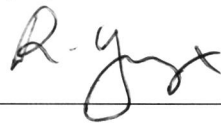
Related Policy: Sport Tourism Grants

Date: December 14, 2021

Revision:

Approved On: May 9, 2022

Signature:

A handwritten signature in black ink, appearing to read 'R. Jones', is written over a horizontal line.

Procedure Objective: Provide eligibility criteria, administrative process and evaluation guidelines for awarding Sport Tourism grants.

Definitions:

- 1.01 "Applicant" means a non-profit organization, organization or individual applying for a grant pursuant to this policy.
- 1.02 "Policy" means this City policy together with all attachments hereto as amended from this time

Procedures:

Requirements of Grant Recipients

- Leduc Sport Tourism is to be listed as a supporter in all advertising and promotional material relative to the sponsorship amount paid
- Provide the event website and social media information including any hashtags being used for the specific event along with a copy of the event communications calendar

Financial Considerations

- Not to exceed 25% of operational event expenses
- Events that generate a profit are eligible for funding.
- To help all eligible events, Leduc Sport Tourism may assign a percentage decrease to all funding requests if there is an abundance of applications.
- Not all events that meet the criteria will receive funding.

Event Funding Categories

Type of event	Minimum Funding	Maximum Funding
	<100 room nights/<100 participants	>100 room nights/>100 participants
Meetings, AGM	\$500	\$1,000
Training, Camps, Conferences	\$1,000	\$2,000
Festival/1-day	\$1,000	\$1,500
Development Sport	\$500	\$1,500
Niche/Non-traditional Sport	\$500	\$2,500
Regional	\$1,000	\$2,000
Provincial	\$1,000	\$2,500
Western	\$1,000	\$5,000
National	\$3,000	\$5,000
International	\$3,000	\$5,000
Major Event	\$3,000	*Council approval
Multi-sport Games	\$5,000	*Council approval

For the purpose of this grant, "participants" are defined as athletes, coaches and officials that travel for the purpose of the event for a distance greater than 80km.

Application Process

- The initial contact should be through the Sport Tourism Coordinator to review application eligibility, venue availability and other pertinent items.
- Submit the completed Sport Tourism Development Grant application and event budget
- The application must be submitted a minimum two (2) months prior to the commencement of the event.
- Submit the application form electronically to the City of Leduc Sport Tourism Coordinator for review and processing.

Approval Process

- For applications up to \$5,000.00 – the Sport Tourism Coordinator will evaluate using a standardized metric to determine the grant amount within the appropriate event funding category.
- For applications of \$5,001.00 and over – the Sport Tourism Coordinator will evaluate and forward a recommendation to City of Leduc Council.
- Applicants will be notified in writing regarding the funding
- This policy recognizes each event is unique and brings different opportunities and challenges. Occasionally, an event may not meet the criteria of the

policy and/or procedure in these circumstances, approval from City of Leduc staff and Council may vary from the policy.

- 50% of the total funds allocated will be provided to the applicant upon successful approval. The remaining 50% will be supplied to the hosting organization once the final report is completed and provided to the City of Leduc

Reporting of Grant Benefits/Reporting and Reimbursement Guidelines

- A final report must be received no later than **90 days** after the final day of the event. A final report template will be provided for the organization to complete.
- For events occurring in November or December, the final report must be submitted prior to December 31.
- If unable to meet the timeline of 90 days or December 31, please contact the Sport Tourism Coordinator.
- Failure to provide the required information for the post event report may result in denial of the remaining funds.
- Should the event be cancelled, the applicant will return any pre-paid funds to the Sport Tourism Coordinator.
- If there is a discrepancy between the estimated number of participants and the actual number realized, the final numbers reported will be used for the evaluation metrics. The funding amount may be reduced based on the evaluation.