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**Community Recreation, Art, Culture and Heritage Investment Grant Policy**

**POLICY NUMBER: 097-RC-07**

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Approval Date: March 13, 2007

Revise Date: June 8, 2021

Motion Number: 2007-034

Repeal Date:

Supersedes: 070-FN-00

Review Date:

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**1.0 Policy Intent**

The City of Cold Lake is committed to developing a fair grant policy that supports funding to develop or enhance comprehensive and diverse recreation, art, culture and heritage programs within the community.

**2.0 Purpose**

The main objective of the Community Recreation, Art, Culture and Heritage Investment Grant Policy is to provide occasional grant funding within the City of Cold Lake, in order to assist in developing and enhancing recreation, art, culture and heritage programming.

**3.0 Policy Statement**

- 3.1 The City of Cold Lake shall establish a variety of grant opportunities under this policy to support programs, events, development of teams, individuals or groups' skills and opportunities related to recreation, art, culture and heritage within the City of Cold Lake.
- 3.2 Each grant application shall be reviewed and considered by the Community Grant Advisory Committee to see if it meets the objectives and qualifications of the grant program.
- 3.3 The City, through its annual operating budget, shall determine the amount of funds to be allocated to the grants under this Policy. Council shall have the ultimate discretion to make the final decision on both the overall budget allocation and the individual grants.

#### 4.0 **Managerial Guidelines**

##### 4.1 **Definitions:**

###### 4.1.1 **“Non-profit Organization”**

An association, club, or society that is operated exclusively for social welfare, civic improvement, pleasure, recreation, or any other purpose except profit. No part of the organization’s income can be payable to or available for the personal benefit of any proprietor member, or shareholder.

##### 4.2 **Categories of Support**

###### 4.2.1 **Development Incentive Grant:** the purpose of this grant is to encourage and support new or dormant recreation and cultural programs in the community.

###### 4.2.1.1 The Development Grant will fund either

4.2.1.1.1 New initiatives by established non-profit organizations, or

4.2.1.1.2 Dormant initiatives that have sat inactive for over three (3) years of which needs to be renewed and/or rebranded by established non-profit organizations

4.2.1.1.3 Seed funding for the development of recreation, art, culture and heritage programs by new non-profit organizations;

4.2.1.2 Organizations or initiatives shall be considered “new” or “dormant” for the purposes of this grant for two (2) consecutive years, after which they may apply under other grant categories.

Up to a maximum of \$2,500 per organization, per event, per calendar year.

###### 4.2.2 **Community Event Incentive Grant:** the purpose of this grant is to encourage and support diverse and comprehensive recreation, art, culture and heritage, events, or tournaments within the City recognizing that these events bring significant economic benefit to the community, enhance the quality of life for the citizens of Cold Lake, contribute to the cultural richness of the community, and create affordable entertainment.

4.2.2.1 The Community Event Incentive Grant will simply provide seed funding for events expected to benefit local residences and bring non-local participants into the community of which will have some economic benefit;

4.2.2.2 Events being offered outside the City will not be funded under this grant.

4.2.2.3 Evaluation criteria for the grants shall include a consideration of:

4.2.2.3.1 All criteria indicated at section 4.3 of this policy,

4.2.2.3.2 Event budget,

4.2.2.3.3 An outline on economic benefit to the community,

4.2.2.3.4 Fundraising strategy.

Up to a maximum of \$10,000 per organization per event each calendar year will be considered. **Annual or regularly occurring events may be considered for this grant**

- 4.2.3 **Major Community/Tourism Event Grant:** the purpose of this grant is to enhance the profile and visibility of the City of Cold Lake while supporting and encouraging diverse and comprehensive recreation and cultural events within the region that bring significant economic benefit to the community.
- 4.2.3.1 The Major Community Event Grant will support funding for major events that have an operating budget greater than \$100,000.00. Funding may be used for preparing bid proposals.
- 4.2.3.2 Evaluation criteria for the grants shall include a consideration of:
- 4.2.3.2.1 All criteria indicated at section 4.3 of this policy,
- 4.2.3.2.2 Economic impact assessment study (ie. Sport Tourist Economic Assessment Model STEAM) or equivalent.
- 4.2.3.2.3 Fundraising strategy,
- 4.2.3.2.4 Event budget

Up to a maximum of \$20,000 per event. **Annual or regularly occurring events will be eligible.**

- 4.2.4 **Travel Grant:** the purpose of this grant is to assist individuals, teams and cultural groups, participating in athletic or cultural events, individually or as a team, who have qualified to compete or represent the City of Cold Lake at a provincial, national or international level.
- 4.2.4.1 The grant will fund fuel, meals and accommodations associated with travel to competition.
- 4.2.4.2 Individuals applying must have written support from an umbrella non-profit organization and must provide receipts, for associated travel costs, upon return; and
- 4.2.4.3 Qualifying teams may not request support for each individual member.
- 4.2.4.4 Expected travel budget to be provided

Up to a maximum of \$500.00 per individual per calendar year will be considered. Up to a maximum grant of \$1,000.00 per team per year will be considered.

- 4.2.5 **Equipment Grant:** the purpose of this grant is to assist new or established non-profit organizations operating within the City of Cold Lake in repairing or purchasing equipment necessary to run programs or enhance existing programs.
- 4.2.5.1 Educational institutions are not eligible for this grant.
- 4.2.5.2 Applicants must submit:
- 4.2.5.2.1 Details of the asset for which funding is being requested;



- 4.5.5.2.2 A description of the function/ uses and need for the equipment within the organization and the benefit it would have to the greater community;
- 4.2.5.2.3 Details of funders and fundraising efforts already completed or in progress;
- 4.2.5.2.4 Any additional information deemed appropriate to making a decision regarding the application;
- 4.2.5.2.5 Event budget.

This grant is a 50:50 matching grant with the City willing to match up to a maximum of \$2,500 per organization per calendar year.

- 4.2.6 **Leadership Grant:** the purpose of this grant will be to assist with the development of coaches', officials' and cultural group leaders' who are interested in upgrading their skills and knowledge for the greater benefit of the organization and community. The training clinic/ opportunity must not be available within the City of Cold Lake or be an annual or regular event that is held within the City of Cold Lake.

- 4.2.6.1 Individual coaches, officials', and cultural group leaders who are applying for this grant must have written support from an umbrella non-profit organization in which they currently or upon completion will be offering these skills to the organization.
- 4.2.6.2 The grant will fund registration fees, fuel, meals and/ or accommodations associated with attendance at the clinic.
- 4.2.6.3 Proposed budget to be included.

This grant is a 50:50 matching grant with the City willing to match up to a maximum of \$750.00 per individual and/or \$2000.00 per organization per calendar year.

- 4.2.7 **Arts, Culture, and Heritage Grant:** the purpose of the grant is to enable and encourage community not-for-profit arts, culture, and heritage organizations to enhance their services and provide innovative community based arts, cultural and heritage programs, projects and activities to the residents of the City of Cold Lake.

- 4.2.7.1 Arts and culture activities would include visual arts, media arts (film/video, photography, multimedia), performing arts, literary arts (storytelling, creative writing, prose, poetry), environment arts (architecture, urban design, landscape design, environmental installations), multicultural arts (ethnic celebrations), heritage arts (protection, restoration, display and interpretation of heritage archives and materials), educational arts (summer camps, youth festivals, youth and adult training programs for arts).
- 4.2.7.2 Project/Activity/Event/Program budget to be included in the proposal

Up to a maximum of \$1,500 for an outcome based program and/or a maximum \$3,000 per organization per calendar year.

4.2.8 **Screen Based Production Grant (SPG):** the purpose of the grant is to incentivize and support the development and growth of Alberta's Screen-Based Production Industry in the City of Cold Lake.

4.2.8.1 The SPG must meet to same qualifications and eligibility as the Alberta Media Fund – Screen-Based Production Grant.

4.2.8.2 The SPG will not fund the following genres or types of production (including be not limited to): news, current events or public affairs programming, talk shows, sports event or activity, production that solicits funds, pornography/adult entertainment, advertising, productions for industrial corporate or institutional purposes, console or online video games, video distribution platforms or aggregators, production in respect to a game or contest.

4.2.8.3 Eligible organizations must be engaged primarily in film, television, and/or digital media production and demonstrate that their main activity is the creation of film or video productions available for public viewing.

4.2.8.4 Eligible projects must be new productions and no repackaging of previously completed projects will be considered. A project is defined as a segment of content intended for broadcast or distribution and may include a single production or a series of related productions that are produced or aired over a common time period.

4.2.8.5 Proposed budget to be included.

4.2.8.5 Each organization may receive up to a maximum of \$10,000 per calendar year.

4.2.9 **Other Funding and Goodwill Requests:** Where a request for funding is not covered under an existing policy or program offered by the City of Cold Lake or is excluded based on the criteria of an existing policy/program, the organization may wish to make an application directly to the Community Grant Advisory Committee for funding consideration. Such an application should be addressed to the Community Grant Advisory Committee and outline:

4.2.9.1 The name, address and telephone number of the organization making the application;

4.2.9.2 The name of the primary contact person for the application and their contact information if different from the organization;

4.2.9.3 The status of the organization making the application (not-for-profit, registered charity, government, for profit, etc.);

4.2.9.4 A clear indication of the request being made;

4.2.9.5 Details on how the contribution will be acknowledged if approved;



- 4.2.9.6 Economic impact of the program, event or equipment on the City of Cold Lake.
- 4.2.9.7 In the case that the application for funding for a program or event:
  - 4.2.9.7.1 The name, date and location of the program or event that funds are being requested for;
  - 4.2.9.7.2 A general description of the program or event that funds are being requested for;
  - 4.2.9.7.3 Details of where any surplus generated from the event will be allocated to;
  - 4.2.9.7.4 A list of other organizations and the dollar amount that additional funding has been requested from;
  - 4.2.9.7.5 A detailed budget;
  - 4.2.9.7.6 Any additional information deemed appropriate to making a decision regarding the application.
- 4.2.9.8 In the case that the application of an organization requesting sponsorship funding from the City of Cold Lake, based on a structured fundraising program (i.e. Bronze, Silver, Gold Sponsorship) and a detailed fundraising package is available, the cover letter only needs to cover details not outlined in such a package and will be considered by City Council as these type of requests reflect sponsorship for advertisement and recognition.

#### 4.3 Application Criteria

- 4.3.1 Notwithstanding section 4.2.8 Screen Based Production Grant (SPG), applicants must be either:
  - 4.3.1.1 An individual endorsed by, and a member of, a registered non-profit society in good standing with the City and be based within the boundaries of the City;
  - 4.3.1.2 An non-profit organization, in good financial standing with the City, based within the boundaries of the City. Regional teams could be considered.
  - 4.3.1.3 An organizing committee under the auspices of an affiliate or sponsoring not-for-profit organization in good standing with the City. The organizing committee must be based within the boundaries of the City.
- 4.3.2 Grant applicants must:
  - 4.3.2.1 Demonstrate need for financial support;
  - 4.3.2.2 Not have received funding and/or be in a partnership arrangement with City of Cold Lake, its Council or other City Departments or affiliates in the same fiscal year for the same purpose or projects. This includes any further requests for facility fee reductions using various municipal facilities;

- 4.3.2.3 Provide the last audited financial statements of the organization for any requests for funding exceeding \$5,000 (except where a structured fundraising package is being used);
- 4.3.2.4 Be an organization (or associated with an organization) that contributes to developing, stimulating and improving recreation, art, culture, and heritage within the City;
- 4.3.2.5 Acknowledge the contribution from the City in any public communications such as brochures or pamphlets.
- 4.3.3 The grant will not fund:
  - 4.3.3.1 Administrative costs such as personnel expenses, no-program related fundraising expenses and/or legal fees;
  - 4.3.3.2 Individuals unless they have the written support of the non-profit organization they are involved with and will be the “sponsor” of the grant;
  - 4.3.3.3 Religious or political activities,
  - 4.3.3.4 Debt retirement, depreciation, retroactive or deficit funding, or
  - 4.3.3.5 Individuals recognized as producing tobacco, alcohol or cannabis products
  - 4.3.3.6 Expenditures for a program, event, training or travel that has already occurred.
- 4.3.4 The Community Grant Advisory Committee reserves the right to ask any applicant to attend as a delegation to the Community Grant Advisory Committee to speak about an application.
- 4.3.5 Approval of an expense in one fiscal year does not imply ongoing support for a program or event or the replacement of equipment in future years.
- 4.3.6 The Community Grant Advisory Committee will acknowledge the efforts of an applicant to source locally i.e. resources, labour and/or volunteers however, it will not form part of the Evaluation Criteria by the Committee.

#### 4.4 Evaluation Criteria

The Community Grant Advisory committee will assess the applications on the basis of the following criteria as they pertain to the purpose of the grants:

- 4.4.1 New initiatives
- 4.4.2 Program Quality
- 4.4.3 Community need, services and supplies
- 4.4.4 Financial need
- 4.4.5 Target audience and membership
- 4.4.6 Quantity and quality of impact on the community
- 4.4.7 Availability of grant funds
- 4.4.8 Executed application form
- 4.4.9 Organizations seeking funding from multiple sources shall be considered favorably.
- 4.4.10 any additional evaluation criteria indicated in this policy for specific grants, or requirements as may be determined from time-to-time by Council.



#### 4.5 Reporting on Funding Received

- 4.5.1 A funding agreement as provided by the City must be executed for all funding authorized under this policy.
- 4.5.2 A Final Report is required from the recipient upon completion of the funded program, project, training or purchase. Grant Summary Report forms are to be completed no later than 30 days following the expense.
- 4.5.3 If all funds have not been used for the intended or closely related purpose, the surplus must be returned to the City.
- 4.5.4 The City reserves the right to publish the name of an organization or individual in receipt of the grant funding, the grant type and dollar value and any outcomes achieved by the recipient in any future publications made by the City.
- 4.5.5 Any change to the program, project, training or purchase must be explained in writing to the City. The City reserves the right to refuse expenses where changes no longer align with grant criteria.
- 4.5.6 All grants must be expended for the purposes requested for unless written authorization from the City has been received to do otherwise.

#### 4.6 Application Deadlines and Processing Times

- 4.6.1 The deadline to apply for all grants under this Policy will be on a quarterly basis with the following application deadlines:
  - 4.6.1.1 Winter Deadline: 4:30 PM on the first Thursday in February
  - 4.6.1.2 Spring Deadline: 4:30 PM on the first Thursday in April
  - 4.6.1.3 Summer Deadline: 4:30 PM on the first Thursday in August
  - 4.6.1.4 Fall Deadline: 4:30 PM on the first Thursday in September
- 4.6.2 Applications shall be received at least 60 days prior to the event (or the date the funds are required) to allow appropriate time for consideration by Council.
- 4.6.3 The Committee shall review the applications four (4) times a year, no later than 20 days following the application deadline for that quarterly intake.
- 4.6.5 As soon as practicable following the Committees decision on grant recommendations, the Committee shall provide a quarterly report of grant disbursement recommendations to Council at a Regular Meeting of Council.

#### 4.7 Grant Fund

- 4.7.1 During the annual fall budget process, Council shall determine the maximum amount of funds available for the grants under this policy for the following fiscal year.
- 4.7.2 At its discretion, Council may decide not to allocate the total funds available to the grants for that year. If all funds are not allocated, Council shall determine during the budget process at the end of the year whether to restrict the funds or allow them to enter general surplus.
- 4.7.3 Council shall have the discretion to provide additional funding for any of the grants under this policy in excess of what was originally budgeted, if deemed appropriate.



- 4.7.4 The Community Grant Advisory Committee shall endeavor to recommend disbursement of not more than 25% of allocated annual grant funds during each calendar quarter. Should the Community Grant Advisory Committee wish to recommend disbursement of more than 25% of the funds during any one quarterly submission to Council, the Committee shall provide explanation as to why the recommendation is being made.
- 4.7.5 Council reserves the right to direct the Community Grant Advisory Committee to portion the grant dollars available between the grants in a particular way depending on the priorities of Council for the upcoming fiscal year.

## 5.0 References

## 6.0 Persons Affected

Community Services Department  
Corporate Services  
Community Grant Advisory Committee

## 7.0 Revision/ Review History

Supersedes Policy 070-FN-00  
Repealed by Motion 2007- 036 on March 13, 2007  
Amended October 28, 2014, Motion No. CM20141028.21006  
Amended November 25, 2014, Motion No. CM20141125.1027  
Amended July 12, 2016, Motion No. CM20160712.1005  
Amended September 22, 2020, Motion No. CRM20200922.1009  
Amended June 8, 2021 Motion No. CRM20210608.1006- sections 4.2.8.5 and 4.3.1

June 24, 2021

Date

June 24, 2021

Date

Chief Administrative Officer

Mayor