



Community Recreation, Art, Culture and Heritage Investment Grant Policy

POLICY NUMBER: 097-RC-07

Approval Date: March 13, 2007

Revise Date: May 25, 2023

Motion Number: 2007-034

Repeal Date:

Supersedes: 070-FN-00

Review Date: May 25, 2023

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, and events being offered within the boundaries of Wards 5 and 6 of the M.D. of Bonnyville No. 87. and indigenous communities neighbouring Cold Lake at the discretion of the Council and Committee.
- 3.2 Each "Non-profit Organization" 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 Each application that is not registered as a "Non-profit Organization" or is a "Private Business" shall be reviewed and considered by directly by City Council.
- 3.4 Each application in Section 4.2.9 Community Fundraising Gala Events Grants and Section 4.2.10 Other Structured Fundraising and/or Sponsorship Grants shall be reviewed and considered by directly by City Council regardless of being Not-for-Profit or Private Business.

- 3.5 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.
- 3.6 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.
- 3.7 The Community Grant Advisory Committee shall rigorously 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 also provide clear explanation as to why the recommendation is being made and how the Committee intends to ensure that the total grant disbursement recommendations over the year do not go over the annual allocated budget for Council goodwill.
- 3.8 Further to section 3.6, the committee shall not make any recommendations for disbursement more than the total allocated budget for the Council goodwill.
- 3.9 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.
- 3.10 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.
- 3.11 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.

4.0 Managerial Guidelines

4.1 Definitions:

- 4.1.1 “Non-profit Organization” means an association, club, individual, body 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.
- 4.1.2 “Private Business” means any individual or sole proprietorship, partnership, limited liability partnership, limited liability company, corporation or other legal business entity in which the organization may make a profit for personal and/or owner of the business benefit including proprietor members and/or shareholders. For further clarity, this includes any applicant that is

a for-profit organization which operates with the goal of making profit or an economic activity carried on for earning profits.

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 Incentive Grant will be eligible to Non-profit Organizations only.

4.2.1.2 The Development Incentive Grant will fund either

4.2.1.2.1 New initiatives by established non-profit organizations, or

4.2.1.2.2 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

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

4.2.1.3 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 as well as events being offered within Wards 5 and 6 of the M.D. of Bonnyville No. 87. and indigenous communities neighbouring Cold Lake at the discretion of the Council and Committee, 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 be eligible to Non-Profit Organizations and Private Businesses.

4.2.2.2 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 and surrounding area within Wards 5 and 6 of the M.D. of Bonnyville No. 87 and indigenous communities neighbouring Cold Lake at the discretion of the Council and Committee of which will have some economic benefit;

4.2.2.3 Events being offered outside Wards 5 and 6 of the M.D. of Bonnyville No. 87 and indigenous communities neighbouring Cold Lake at the discretion of the Council and Committee, will not be funded under this grant.

- 4.2.2.4 Evaluation criteria for the grants shall include a consideration of:
 - 4.2.2.4.1 All criteria indicated at section 4.3 of this policy,
 - 4.2.2.4.2 Event budget,
 - 4.2.2.4.3 An outline on economic benefit to the community,
 - 4.2.2.4.4 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/Tourism Event Grant will be eligible to Non-Profit Organizations and Private Businesses.
- 4.2.3.2 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.
- 4.2.3.3 Evaluation criteria for the grants shall include a consideration of:
 - 4.2.3.3.1 All criteria indicated at section 4.3 of this policy,
 - 4.2.3.3.2 Economic impact assessment study (i.e. Sport Tourist Economic Assessment Model STEAM) or equivalent.
 - 4.2.3.3.3 Fundraising strategy,
 - 4.2.3.3.4 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 Travel Grant will be eligible to Non-Profit Organizations only.
- 4.2.4.2 The grant will fund fuel, meals and accommodations associated with travel to competition.
- 4.2.4.3 Individuals applying must have written support from an umbrella non-profit organization and must provide receipts, for associated travel costs, upon return; and
- 4.2.4.4 Qualifying teams may not request support for each individual member.
- 4.2.4.5 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 The Equipment Grant will be eligible to Non-Profit Organizations only.

4.2.5.2 Educational institutions are not eligible for this grant.

4.2.5.3 Applicants must submit:

4.2.5.3.1 Details of the asset for which funding is being requested;

4.2.5.3.2 A description of the function/ uses and need for the equipment within the organization and the benefit it would have to the greater community;

4.2.5.3.3 Details of funders and fundraising efforts already completed or in progress;

4.2.5.3.4 Any additional information deemed appropriate to making a decision regarding the application;

4.2.5.3.5 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 The Leadership Grant will be eligible to Non-Profit Organizations only.

4.2.6.2 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.

4.2.6.3 The grant will fund registration fees, fuel, meals and/ or accommodations associated with attendance at the clinic.

4.2.6.4 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 The Arts, Culture, and Heritage Grant will be eligible to Non-Profit Organizations only.

4.2.7.2 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).

4.2.7.3 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 will be eligible to Non-Profit Organizations and Private Businesses.

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

4.2.8.3 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.

4.2.8.4 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.

4.2.8.5 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.

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

4.2.9 **Community Fundraising Gala Events Grants:** the purpose of this grant is to provide financial support for Non-Profit Organizations that are hosting a bonefide fundraising gala events hosted in the City of Cold Lake.

4.2.9.1 The Fundraising Gala Event Grant will be eligible to Non-Profit Organizations only.

4.2.9.2 The Gala event must have a structured fundraising program with sponsorship recognition opportunities and a detailed formal fundraising package is available. The sponsorship package must also include a description of what the funds generated from the gala will be used for.

4.2.9.3 All fundraising Gala's will be directly referred to Council and will be required to appear as a delegation to City Council as these types of requests reflect sponsorship for advertisement and recognition.

No maximum limit for funding has been identified of which each event Gala will be considered by Council on its own merits on a case-by-case basis.

4.2.10 **Other Structured Fundraising and/or Sponsorship Grants:** the purpose of this grant is to provide financial support for organizations that are hosting events not noted above. The request must be related to bonefide Community Recreation, Art, Culture and Heritage Investments.

4.2.10.1 Other Structured Fundraising and/or Sponsorship Grants will be eligible to Non-Profit Organizations and Private Businesses.

4.2.10.2 In the cases where organizations are seeking structured fundraising and sponsorship requests 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.

4.2.10.3 Other Structured Fundraising and/or Sponsorship Grants will be directly referred to Council and will be required to appear as a delegation to City Council as these types of requests reflect sponsorship for advertisement and recognition.

No maximum limit for funding has been identified due to the nature a structured fundraising initiative. Each event will be considered by Council on its own merits on a case-by-case basis.

4.2.11 Other Community Recreation, Art, Culture and Heritage Investments:

The City of Cold Lake is always interested in hearing from the community and community groups relating to any and all ideas for bonefide Community Recreation, Art, Culture and Heritage Investments initiatives that may not be 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:

4.2.11.1 This opportunity will be eligible to Non-Profit Organizations and Private Businesses.

No maximum limit for funding has been identified due to the unknown nature of ideas being proposed by the community. Each event will be considered by the Committee and/or Council on its own merits on a case-by-case basis.

4.3 Application Requirements and Criteria

4.3.1 The following are criteria to make an application for consideration:

4.3.1.1 An individual must be endorsed by, and a member of, a Non-Profit Organizations or Private Business in good standing with the City and be based within the boundaries of the City or located adjacent to the City in Wards 5 and 6 of the M.D. of Bonnyville No. 87 and indigenous communities neighbouring Cold Lake;

4.3.1.2 The applicant must be in good financial standing with the City, based within the geographical boundaries outlined in Section 3.1. 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 outlined in Section 3.1.

4.3.2 The following are requirements that need to be included on all grant applications (including Non-profit Organization and Private Businesses):

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

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

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

4.3.2.4 A copy of the organization's registration certificate showing their current directors and authorities;

4.3.2.5 A clear indication of the request being made;

- 4.3.2.6 Demonstrate need for financial support;
- 4.3.2.7 A statement confirming that the organization has not 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;
- 4.3.2.8 Provide the last audited financial statements of the organization for any requests for funding exceeding \$2,500 (except where a structured fundraising package is being used);
- 4.3.2.9 Details on how the contribution will be acknowledged if approved;
- 4.3.2.10 Economic estimated impact that will benefit the community by hosting the event, if required in Section 4.2.
- 4.3.2.11 In the case that the application for funding for a program or event:
 - 4.3.2.11.1 The name, date and location of the program or event that funds are being requested for;
 - 4.3.2.11.2 A general description of the program or event that fund are being requested for;
 - 4.3.2.11.3 Details of where any surplus generated from the event will be allocated to and/or provide the clear intent of how the fundraising initiative will benefit the community of Cold Lake;
 - 4.3.2.11.4 A list of other organizations that funding is being requested for and the amount of the request.
 - 4.3.2.11.5 A detailed budget;
 - 4.3.2.11.6 Any additional information deemed appropriate to making a decision regarding the application.
- 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 Additional Requirements for organizations that are not a “Non-profit Organization” (in: most instances, but not all, this will be Private Businesses) for Sections 4.2.2., 4.2.3, 4.2.8, 4.2.10:
 - 4.3.4.1 Disclosure of estimated profit from the event.
 - 4.3.4.2 Disclosure of community investments that have occurred in the past year in the Cold Lake and community support initiatives that will be

undertaken by the organization that benefit the residents of Cold Lake. This includes supports for Non-profit Organizations.

- 4.3.5 Applicable to all Non-profit Organization applications, 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.
- 4.3.6 Private Businesses or applications under Sections 4.2.9 and 4.2.10 shall be referred directly to City Council and will be required to appear as a delegation to City Council prior to consideration of the organization's application.
- 4.3.7 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.
- 4.3.8 All applications should include a summary of efforts to source locally i.e. resources, labour, equipment, supplies and/or volunteers however, it will not form part of the Evaluation Criteria.

4.4 Evaluation Criteria

Applications will be assessed on the basis of the following criteria as they pertain to the purpose of the grants:

- 4.4.1 New initiatives
- 4.4.2 Fulfillment of the submission requirements (Sections 4.3.3/4.3.4/4.3.5)
- 4.4.3 Program Quality
- 4.4.4 Community need, services and supplies
- 4.4.5 Financial need and/or community benefit and/or allocation of surplus funds
- 4.4.6 Target audience and membership
- 4.4.7 Quantity and quality of impact on the community
- 4.4.8 Availability of grant funds
- 4.4.9 Executed application form
- 4.4.10 Organizations seeking funding from multiple sources shall be considered favorably.
- 4.4.11 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 All grants approved under Section 4.2.2 Community Event Incentive Grant and Section 4.2.3 Major Community/Tourism Event Grant must appear as a delegation to City Council to provide a debriefing presentation of the event within three (3) months following the event.

- 4.5.4 If all funds have not been used for the intended or closely related purpose, the surplus must be returned to the City.
- 4.5.5 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.
- 4.5.6 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.
- 4.5.7 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 January
 - 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 October
- 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 Community Grant Advisory Committee shall review Non-profit Organization applications four (4) times a year, no later than 20 days following the application deadline for that quarterly intake.
- 4.6.4 As soon as practicable following the Community Grant Advisory Committees decision on grant recommendations, the Committee shall provide a quarterly report of grant disbursement recommendations to Council at a Regular Meeting of Council.
- 4.6.5 Private Businesses applications as outlined in Section 4.3.7 will be referred to the first subsequent Regular Meeting of Council following the application deadline for that quarterly intake.
- 4.6.6 Further to Sections 4.6.4 and 4.6.5 attempts will be made to have the all quarterly applications considered by Council at the same Regular Meeting of Council.

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

Amended September 27, 2022, Motion No. CRM20220927.1006 – Sections 3.1, 4.2.2, 4.2.2.1, 4.2.2.2, 4.6.1.1, and 4.6.1.4

Amended April 25, 2023, Motion No. CRM20230425.1007 - Sections 4.2.2, 4.2.2.1, and 4.2.2.2.

Amended May 9, 2023, Motion No. CRM20230509.1010 – Sections 3.1, 3.2, 3.3, 3.4, 3.5, 3.7, 3.8, 3.9, 3.10, 3.11, 4.1.1, 4.1.2, 4.2.1.1, 4.2.1.2, 4.2.2.1, 4.2.3.1, 4.2.4.1, 4.2.5.1, 4.2.6.1, 4.2.7.1, 4.2.8.1, 4.2.9, 4.2.9.1, 4.2.9.2, 4.2.9.3, 4.2.10, 4.2.10.1, 4.2.10.2, 4.2.10.3, 4.2.11, 4.2.11.1, 4.3, 4.3.1.1, 4.3.1.2, 4.3.1.3, 4.3.2, 4.3.2.1, 4.3.2.2, 4.3.2.3, 4.3.2.4, 4.3.2.5, 4.3.2.8, 4.3.2.9, 4.3.2.10, 4.3.2.11, 4.3.2.11.1, 4.3.2.11.2, 4.3.2.11.3, 4.3.2.11.4, 4.3.2.11.5, 4.3.2.11.6, 4.3.5, 4.3.6, 4.3.7, 4.3.9, 4.4, 4.4.2, 4.4.5, 4.4.6, 4.4.7, 4.4.8, 4.4.9, 4.4.10, 4.4.11, 4.5.3, 4.6.3, 4.6.4, 4.6.5, and 4.6.6.

Managerial Amendment May 25, 2023 – Section 4.2.8.1

June 1, 2023

Date

JMA

Chief Administrative Officer

U

Mayor

Date