

<p align="center">City of Prince Albert Statement of POLICY and PROCEDURE</p>			
Department:	Community Services	Policy No.	6.1
Section:		Issued:	October 22, 2007
Subject:	Major Event Policy	Effective:	March 14, 2011
Council Resolution # and Date:	Council Resolution No. 0187 dated March 14, 2011	Page:	1 of 11
		Replaces:	Policy No. 6
Issued by:	Greg Zeeben, Director of Community Services	Dated:	October 22, 2007
Approved by:	Robert Cotterill, City Manager		

1 POLICY

The City of Prince Albert recognizes the many benefits a community receives in hosting major events and understands that considerable resources are required to make such events successful.

The City of Prince Albert may extend assistance to community groups or organizations wishing to sponsor a major special event as defined in this policy.

1.01 General Eligibility Criteria

In order to be eligible, the applicant must:

- a) Be registered under the Saskatchewan Non-Profit Corporations Act. Organizations or groups that exist primarily for political or sectarian purposes or for the purpose of providing funding to other groups are not eligible for assistance under this Policy.
- b) Not have received assistance for the same purposes under any other program or policy of the City.
- c) Be applying for a Provincial games or National event that has representation from the majority of regions of Canada or international events that have representation from a minimum of an additional country. For the purposes of this policy, major special events do not include conferences or trade exhibitions.

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1.02 Eligibility Criteria

The following additional criteria shall be used for Major Special Events:

- a) Only major special events that have an operation budget greater than \$100,000 will be considered for funding.

1.03 Applications

In order to provide the City of Prince Albert appropriate timelines for budgeting and/or facility improvements, applications for provincial games, national and international events should be submitted a minimum two years in advance of the event start date. City Council may wish to support an application submitted after the application deadline, as long as there is appropriate time to include the funding in the budget year.

- a) Eligible applicants must follow the Request for Support Process, as outlined under Appendix A.
- b) Eligible applicants must submit a detailed business plan, as outlined under Appendix B.

1.04 Type of Assistance

Assistance provided will be in the form of a grant or services or both. Where application is made for financial assistance for a type of service offered by the City of Prince Albert (e.g. facility improvements, bus service), the service must be provided by the City.

1.05 Amount of Assistance

The maximum grant payable shall not exceed 25% of the cost of the event to a limit of \$50,000.

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1.06 Payment

Payment of grants for Major Special Events may occur in advance of the event, conditional upon City Council's approval.

1.07 Bid Proposals

In recognition of cash flow problems, applicants for provincial games, major national or international events may receive, under this policy, repayable loans to facilitate preparation of bid proposals and associated bid presentations.

1.08 Application of Funds

For Major Special Events, funds may be used for preparing bid proposals, operating expenses, and capital expenditures, conditional upon City Council's approval.

1.09 Post Event Information

The applicant must submit the following information within 90 days following the event:

- a) Reviewed financial statements for the event together with an account of how the assistance provided by the City of Prince Albert was used;
- b) An evaluation of the event including statistics on number of participants, spectators, volunteers, etc. and an assessment of the economic and social impact on the City of Prince Albert.

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1.10 Funding

Assistance provided through this Policy will be financed through the City of Prince Albert Operating Budget.

1.11 Approval

City Council approval is required in all cases. City Council may, as required, instruct administration to attach conditions to the approval of assistance under this policy which will require the recipient to perform certain activities or provide additional information in connection with the special event receiving civic support.

2 **PURPOSE**

2.01 The objectives of this policy are:

- To attract visitors to the City of Prince Albert and, in so doing, generate significant economic benefit for the community;
- To enhance the profile and visibility of the City of Prince Albert, provincially, nationally and internationally;
- To enhance community spirit and pride; and
- To develop an awareness, understanding and appreciation of art, culture and recreation.

3 **SCOPE**

3.01 The Major Event Policy will be utilized for all requests made by organizations to host a provincial games, national or international event

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4 RESPONSIBILITY

4.01 Administration:

- a) Develop specific criteria for evaluation of requests in accordance with the intent and general criteria outlined in this policy.
- b) Receive and process applications for assistance.
- c) Review and evaluate each application to ensure that objectives of the policy are met.
- d) Conduct interviews with applicants (when necessary) to obtain or provide any additional information that may be required.
- e) Present recommendations for assistance to City Council for consideration.
- f) Monitor and evaluate effectiveness of those programs which were approved under this policy.
- g) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.

4.02 City Council:

Shall approve applications for assistance based on recommendations from the Community Services Department.

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5 DEFINITIONS

- 5.01 Director – means the Director of Community Services or his/her designate.
- 5.02 Event Season – will be the twelve-month period following December 31 each year (January 1 to December 31).
- 5.03 Major Special Event – Provincial games (summer and Winter), National events that have representation from the majority of regions of Canada or international events that have representation from a minimum of an additional country. For the purposes of this policy, major special events do not include conferences or trade exhibitions.
- 5.04 Business Plan – A comprehensive planning document that describes the objectives of an event, the facility requirements and resources needed, the cost to stage the event, the economic impact, and the lasting benefit an event will have on the community.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

7 PROCEDURE

7.01 Appendix A: Major Special Event - Request For Support Process

Step One: The host organization must submit a written request to the Director of Community Services outlining the organization's desire to submit a bid to host an event. The preliminary information submitted to the Director will have the following information:

- A description of the event;
- When the event will occur;

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- What event organizers hope to achieve by hosting the event in Prince Albert;
- Preliminary economic impact to Prince Albert and tourism region;
- Anticipated support from the Provincial and Federal governments; and
- Estimated financial support being requested from the City of Prince Albert.

Step Two: The Director will consider the merit of the request based on current City of Prince Albert (Major Special Events). City Council will decide whether to support, in principle, a bid to host an event by:

- Providing financial assistance during the bid process; and/or
- The extent of event funding upon receipt and evaluation of a detailed business plan.

Note: Essentially, this report forms the basis for the bid proposal. As the host committee is preparing the final bid proposal, there could be a series of setbacks and obstacles to suggest it is no longer feasible to proceed with bidding on an event. When this situation arises, the host committee may report back to the Director that they do not plan to proceed with submitting an event bid. The Director will report the withdrawal of intent to City Council.

The Committee may attach specific conditions to each request such as event funding is contingent upon Provincial and/or Federal financial support.

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Step Three: The Director and the host organization will prepare an agreement to support a bid for City Council's consideration. This agreement should address the following issues:

- The role and responsibilities of the parties in preparing and presenting a bid to a governing body;
- Community consultation and support for the bid;
- Federal and Provincial assistance for the event;
- Bid organizing committee structure, representatives, board of directors, and experience/qualification to organize and run an event;
- A final business plan, including lasting benefits and economic impact analysis; and
- Bid submission process and timelines.

Step Four: The Administration and the host organization submits a final report to City Council requesting support to proceed with the bid proposal and the City's financial commitment to the event. This report should provide adequate information for City Council to make informed decisions based on sound business reasons and with the necessary justification that the event will have economic and lasting benefit to Prince Albert.

Step Five: Proceed with bid submission to the governing body and provide City Council with regular updates, by reporting on key milestones and important checkpoints as they work through the bid process.

Step Six: Upon successful awarding of the event, the bid committee and the Administration will submit to City Council an implementation plan leading up to the event. Plans will timeline the work that must be completed leading up to the

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event and the event itself. The Executive Committee will forward this plan to City Council for information and endorsement.

If a bid is not successful, the host committee will submit a brief report to City Council outlining the main reasons why a bid was not successful. For successful bids, the host committee will update City Council and the Administration as to the progress leading up to the event, highlighting important milestones and accomplishments.

Step Seven: Submit an event post-evaluation report to City Council. This report will summarize how the objectives were met, the success of the event, and the final economic impact the event had on the city and region.

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APPENDIX B TO CITY OF PRINCE ALBERT **MAJOR EVENTS**

MAJOR SPECIAL EVENT – BUSINESS PLAN OUTLINE

- 1) Mission Statement – Describe the objective and purpose of the event and why Prince Albert should host the event.
- 2) Strategic Goals (Outcomes) – Describe what you are trying to achieve and how this will impact Prince Albert and the surrounding community.
- 3) Strategic Alliance – Outline the public and private partnership arrangements that have been made and how will these partnerships achieve the strategic goals through the sharing of resources.
- 4) Local Organizing Committee – Outline the event organizing committee structure, description of each key position, and identify key individuals, which should include organizational experience and leadership.
- 5) Infrastructure Requirements – What new facilities are needed, what facilities require upgrading and what is required, and what facilities currently meet standard?
- 6) Requested City Services – Detail what City services are being requested during the event and how much will it cost to provide these services.
- 7) Event Operating and Capital Budget – Provide an operating budget that details event expenditures and revenues. A capital budget will detail projected infrastructure costs to build event facilities (venues) and the upgrading of existing facilities. Describe how new facilities will be designed for multi-use programming by other organizations and the public after the event is held.

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- 8) Post Event Operating Costs – Identify post operating budget costs for facilities that the City will operate. These ongoing operating costs should include potential revenue generation from additional programs and services, and operating expense increases such as utilities, insurance, staffing, maintenance, material and supplies, etc.

- 9) Legacy – Describe what lasting community needs will be met and the value added to the community as a result of the event. Examples of lasting benefits to the community, such as improvements to existing City-operated facilities, building of new facilities and infrastructure, development of a new activity in terms of coaching/teaching, participant skill development, organizational development, etc., and upgrading and/or replacement of aging program equipment.

- 10) Economic Impact – Provide economic impact based on a reliable economic assessment model. Major events should have significant economic impact on the city and region. Event organizers should be able to demonstrate that an event will be a significant tourism attraction/destination for visitors who reside outside the city or the region/province.

- 11) Past Event History – Provide past revenue and expenditure results and describe how the event benefited the community.