

CITY OF SASKATOON COUNCIL POLICY

NUMBER <i>C03-007</i>

POLICY TITLE <i>Special Events</i>	ADOPTED BY: <i>City Council</i>	EFFECTIVE DATE <i>June 18, 1990</i>
		UPDATED TO <i>October 22, 2018</i>
ORIGIN/AUTHORITY <i>Legislation and Finance Committee Report 24-1990; Planning and Development Committee Reports 31-1991 and 2-1993; Administration and Finance Committee Reports 1-1994 and 5-2003; Executive Committee Report 5-2005; Planning and Operations Committee Report 13-2009; Budget Committee Report 1-2010; Standing Policy Committee on Planning, Development and Community Services Item 8.1.9 – March 21, 2016; and Unfinished Business Item 6.1 – October 22, 2018.</i>	CITY FILE NO. <i>CK. 1870-15; and 205-1</i>	PAGE NUMBER <i>1 of 8</i>

1. PURPOSE

The objectives of this policy are:

- To attract visitors to the City of Saskatoon and, in so doing, generate significant economic benefit for the community;
- To enhance the profile and visibility of the City of Saskatoon, nationally and internationally;
- To enhance community spirit and pride and contribute to a feeling of community identity, inclusion, and cohesion provided through opportunities for spectator/audience experiences; and
- To develop an awareness, understanding and appreciation of art, culture and recreation.

2. DEFINITIONS

- 2.1 Special Event – An event held in Saskatoon occurring with a frequency no greater than once every two years, lasting a minimum of two consecutive days, which provides a high profile and significant economic benefit for the city through the large number of estimated spectators/participants/audience (including a significant percentage of tourists), and through the expected extent of publicity generated.

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- a) Sports Event - an event where the athletic skills of individuals or groups are showcased or where a champion for a level of competition (e.g. provincial, regional, national or international) is determined.
- b) Arts Event - an event that showcases or determines outstanding achievement in the arts (e.g. music, drama, dance, visual arts, literary arts, etc.).
- c) Multicultural Event - an event in which ethnic similarities and differences are respected and exchanged.
- d) Heritage Event - an event which has as its primary focus, the promotion of the understanding and appreciation of our heritage as citizens of Saskatoon, Saskatchewan, or Canada.
- e) Festival - an event which includes a significant performing arts or demonstrations component. It actively celebrates a theme, is primarily non-competitive, and provides fun and enjoyment for the public.

2.1.2 Defined Term Events – Special Events and Profile Events that occur for a defined term of no greater than 3 years may be eligible for funding if the defined term is identified in advance as part of the negotiations or bid to host the event.

2.2 Profile Saskatoon Event – An event held in Saskatoon occurring with a frequency no greater than once every two years, lasting a minimum of two consecutive days that puts the city in a position of prominence as a destination location, provides exposure within a specific industry to the city and/or region, and attracts industry-specific attention through national or international media forms. Examples of events that may be eligible include conferences and tradeshows.

2.3 Special Event Adjudication Committee – A committee made up of a minimum of three and maximum of five relevant community members with the skills and experience to impartially adjudicate event grant applications. The committee will also consist of a representative from the Community Services Department.

2.4 Event Season – will be the twelve-month period following December 31 each year (January 1 to December 31).

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2.5 Application Package – A comprehensive application package is required to be submitted by the pre-determined intake dates as application for funding.

3. POLICY

The City of Saskatoon may extend assistance to community groups or organizations wishing to sponsor special events as defined in this policy.

3.1 General Eligibility Criteria

To be eligible under any of the above listed event types, 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 (e.g. Policy No. C03-018 “Assistance to Community Groups”).

3.1.1 Organizations or groups requesting seed money to host recurring events for the first time would be eligible to apply for funding on a one-time basis, with the exception of Defined Term Events.

3.1.2 For professional sporting events, the event-endorsing organization must be a provincial or national non-profit entity and must demonstrate budget allocations for prize purses awarded for the event.

3.1.3 Only events that have an operation budget greater than \$100,000 will be considered for funding.

3.1.4 Funds provided must be used for event operating expenses and capital expenditures.

3.2 Application Process

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3.2.1 Major Special Events

Annual intake periods for applications to be submitted will occur twice per year. Event applications received outside of these annual intake periods will be accepted in situations in which bid timing requirements need to be met. Applications for national and international events shall be submitted a minimum of one year in advance of the event start date.

3.2.2 Profile Saskatoon Events

Annual intake periods for applications to be submitted will occur twice per year. Event applications received outside of these annual intake periods will be accepted in situations in which bid timing requirements need to be met. Applications for national and international events shall be submitted a minimum of one year in advance of the event start date.

3.3 Type of Assistance

Assistance provided will be in the form of a grant. Where City of Saskatoon services are requested for an event (e.g. bus service), the cost of this service is to be identified in the event operating budget and grant funding used for the cost of such service.

3.4 Amount of Assistance

The maximum grant payable shall be based on the event evaluation rating tools score assessment.

3.4.1 For Special Events, the maximum grant payable shall be based on the event evaluation rating tools score assessment and to a maximum of 25% of total gross operating expenses.

3.4.2 For Profile Saskatoon Events, the maximum grant payable shall be based on the event evaluation rating tools score assessment and to a maximum of 25% of total gross operating expenses. The maximum amount of funding a Profile Saskatoon Event may be eligible for is \$50,000.

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3.5 Payment

Applicants may request, in writing, release of grant funds in advance of the event taking place. A maximum of 75% of the eligible grant may be released in advance of the event taking place, with the remaining 25% being released upon submission of a post event evaluation report.

3.6 Post Event Information

3.6.1 The applicant must submit to the Administration the following information as a post event evaluation report within 180 days following the event:

- a) Board and/or governing body approved financial statements for the event, including an account of how the assistance provided by the City of Saskatoon was used.
- b) An evaluation of the event, which addresses each item from the business plan submission, including statistics on the number of participants, audience, spectators, volunteers, visitors from outside Saskatoon, etc.
- c) This evaluation must also include an assessment of economic impact and/or a direct-spend assessment and community benefit from the event being held in Saskatoon.
- d) In addition, copies of event marketing and promotional tools acknowledging the financial support provided by the City of Saskatoon are to be included in the post event evaluation report.

3.6.2 a) The Administration will use the event evaluation rating tool to assess the post event evaluation report to determine if the event achieved a score similar to that of the original score.

- b) In the event that the post event score is significantly lower than the original score, the Special Event Adjudication Committee will review the post event evaluation and determine whether the approved grant amount is to be reduced to reflect the event's post event evaluation score.

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3.7 Funding

Assistance provided through this Policy will be financed through a “Special Events Reserve” established under City Policy No. C03-003 on “Reserves for Future Expenditures”.

3.8 Approval

- a) Special Event Adjudication Committee approval is required in all cases. The Special Event Adjudication Committee may, as required, 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 grant support.
- b) Standing Policy Committee on Planning, Development and Community Services approval is required for Special Event funding requests in excess of \$100,000.

3.9 Recognition of Support Provided by City of Saskatoon

Recipients must acknowledge the financial support provided by the City of Saskatoon in the marketing and promotional tools developed for the event. City of Saskatoon logos will be provided to recipients to be used in these tools.

4. RESPONSIBILITIES

4.1 Administration

- a) The Administration shall have the authority to establish the format of application forms and the minimum documentation required to be submitted by the applicant.
- b) The Administration shall have the authority to determine annual intake dates for applications to be submitted.
- c) The Administration will provide a representative to sit on the Special Event Adjudication Committee.

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- d) The Administration shall have the authority to revise the event evaluation rating tools.

4.2 Special Event Adjudication Committee

- a) Using the event evaluation rating tool, review and evaluate business plan submissions from organizations requesting funding to host an event (Major Special Event or Profile Saskatoon Event) to ensure that objectives of the policy are met.
- b) Conduct interviews with applicants (when necessary) to obtain or provide any additional information that may be required.
- c) Approve funding requests for events based on the score assessed from the event evaluation rating tool.
- d) Monitor and evaluate effectiveness of those programs which were approved under this policy.
- e) Recommend to the Standing Policy Committee on Planning, Development and Community Services any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.
- f) Recommend for approval to the Standing Policy Committee on Planning, Development and Community Services any grant application in excess of \$100,000, through public forum.
- g) Report to City Council annually on approved funding applications.

4.3 Standing Policy Committee on Planning, Development and Community Services

- a) Review recommendations for grant approvals in excess of \$100,000 as submitted by the Special Event Adjudication Committee.
- b) Recommend to City Council any changes to this policy required to reflect changing priorities or to correct any inequities that may become apparent.

4.4 City Council – Shall approve changes to this policy.

APPENDIX A
CITY OF SASKATOON COUNCIL POLICY C03-007 – SPECIAL EVENTS

SPECIAL EVENT AND PROFILE SASKATOON EVENT

APPLICATION PROCESS

- Step One: The host organization must contact the Community Services Department, Customer Service Section Manager to discuss their organization's desire to host an event in advance of submitting an application package.
- Step Two: The host organization must submit a written request in the form of an application package to the Community Services Department by the pre-determined intake dates.
- Step Three: The Special Events Adjudication Committee will review the application package based on current City of Saskatoon Policy No. C03-007, Special Events Policy, and will determine approval of funding requests and any conditions that may be imposed on the event.
- Step Four: The Administration will inform the host organization, in writing, of the Special Events Adjudication Committee's decision and any conditions imposed on the event.
- Step Five: The host organization submits a post-event evaluation report to the Administration within 180 days of the completion of the event. The Administration will assess the post-event evaluation report based on current City of Saskatoon Policy No. C03-007, Special Events Policy, and will determine if any adjustment to the amount of grant payment is required. The Special Events Adjudication Committee will review and approve any situations where an adjustment to the amount of grant payment may be required.

Payment of the approved funding is provided to the host organization upon the Administration's satisfactory assessment of the post-event evaluation report.